BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

TECHNOLOGY DEPT!

PUBLIC LIBRARY
JUN 9 1943
DETROIT

GROWING

...IN MASS!
...IN WEIGHT!

• Results of the latest CBS listening study (Series 6) reveals substantial increases in KLZ coverage and listening in the Rocky Mountain region day and night.

This new study of *actual habitual listening* is conclusive proof of KLZ's continuing growth in mass and weight as an advertising medium . . . growth in the number of listeners, and in the time these listeners spend listening to KLZ.

In comparison to the CBS study of 1940 (Series 4), KLZ has increased its daytime coverage by 16.8%, and its nighttime coverage by 55.6%. This coverage comprises *known frequency of listening* . . . a wholly new measure of the power and intensity of coverage developed by CBS for its 1942 Coverage Audit.

This new study of KLZ's penetration of the Rocky Mountain region gets down to bedrock in accuracy and substance, revealing statistically what KLZ advertisers are experiencing in dollars and cents every day right now.

KLZ's new market facts folder will be ready soon. Send for a copy today.

KLZ

Tomorrow, you'll broadcast magic

You know what has been done in radio. Imagine the possibilities that will be opened when television brings to every home news, entertainment and sport *in pictures as it happens!*

What will your part be in television? The ownership and operation of telecasting studios will offer a unique opportunity to men who have had experience in the field of radio.

This opportunity is now being enhanced for you by Farnsworth, the pioneer in electronic television research and manufacture. Our advertising today is preparing the great audience and the potential sponsors for the coming telecasting industry.

All Farnsworth production is now going to the Armed Forces . . . precision equipment that will hasten the Allies' victory. When this job is done, we will be ready to supply you with the most advanced and complete studio and station television equipment — the result of 15 years of research and improvement, including the original basic Farnsworth inventions. Our engineers will be ready to assist you in all the aspects of television transmission and maintenance.

Farnsworth research created electronic television—and demonstrated it in 1928 . . . Farnsworth equipment will make it a reality in post-war America.

PREPARING THE NATION *for television is the job of Farnsworth advertising. Read the current advertisement in* May 17 *Time,* May 29 *The New Yorker,* May 31 *Newsweek,* May 31 *Life,* June 5 *Collier's,* June *The Atlantic*

FARNSWORTH TELEVISION

• Farnsworth Television & Radio Corporation, Fort Wayne, manufacturers of Radio transmitters and Receivers

XUM

SESAC

MUSIC

A VITAL CONTRIBUTION TO THE WAR EFFORT

SESAC PUBLISHERS OFFER BROADCASTERS

AMERICAN PATRIOTIC MUSIC

Including the Official "U. S. ARMY-NAVY HYMNAL"
"AMERICAN RED CROSS MARCH"
"MARCHING TO VICTORY"

TIMELY MARTIAL MUSIC ARRANGED FOR

AMERICAN MILITARY BANDS AND ORCHESTRAS

Just ONE of the 200 Diversified Types of Music Listed in the

1943 SESAC MUSIC GUIDE

Additional Music Guides Available By Writing SESAC Program Department

THE BEST MUSIC SESAC IN AMERICA

113 WEST 42nd STREET
NEW YORK 18, N. Y.

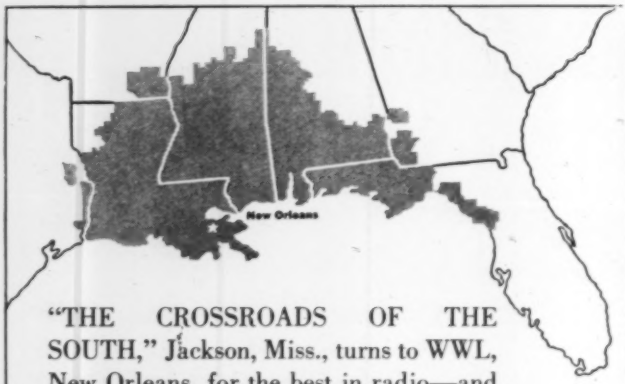
Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

Jackson

The Capital of Mississippi

IS IN WWL-LAND

And so are 10,000,000 customers from 5 different states



"THE CROSSROADS OF THE SOUTH," Jackson, Miss., turns to WWL, New Orleans, for the best in radio—and gets it—just as scores of prosperous cities do, all over the Deep South.

50,000 WATTS and a clear channel give WWL five times the power of any station in the 5-state area. To "own" the Deep South, get on—

WWL

NEW ORLEANS

50,000 WATTS—CLEAR CHANNEL

The Greatest Selling POWER in the South's Greatest City

CBS Affiliate—Nat'l Representatives, The Katz Agency, Inc.

BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

VOL. 24 • NO. 23 JUNE 7, 1943

CONTENTS

Radio Tops Capital Non-War Topics	11
NAB Board Maps Legislation Plans	11
Paid Local Advertising Projected	12
Ad Council Would Double Program	12
Nets Notify Affiliates of Option Plans	13
Blue Calls Regional Meetings	13
ANA Discusses War Problems	14
New Wage Regulations	16
WPB Promises Battery Relief	16
Television Based On Camera Tube Progress	18
Reception Improved In Latin America	18
WPB Directs 'MR' Tubes to Civilians	20
Major Equipment Changes Unlikely	20
Airways May Give Up 200-400 KC Band	22
FCC Rehearing WCCO, WMT Interference Cases	28
Bond Campaign To Be Stepped Up	36
Claims for Carter-Liver Pills Attacked by FTC	38
NBC Submits Waivers To Affiliates	51
CBS Submits New Options To Affiliates	52
Burnside Tells of Westinghouse Radar	53
Petrillo Asks Aid Against Bootleg Records	58
Family Men Face Early Induction	58

DEPARTMENTS

Agencies	42	Merchandising & Promotion	26
Agency Appointments	56	Network Accounts	56
Behind the Mike	34	Personal Notes	33
Classified Advertisements	57	Radio Advertisers	40
Control	56	Station Accounts	40
Editorials	32	We Pay Respects	33
FCC Actions	56	Hix Cartoon	58

Subscription $5.00 a Year ● Canadian and Foreign, $6.00

Published every Monday, 53 issue (Yearbook Number) Published in February

KOIL *is the most economical buy in OMAHA*

For Outstate Nebraska- **KFAB** *is a must!*

Remember when "ceiling" meant the top of a room, "rationing" meant company for dinner and "priorities" meant women and children first? Those days are coming back. And when they do they're coming back with a boom for advertisers who recognize the post-war possibilities of the South.

The South! America's fastest growing market, abounding in cheap T.V.A. power, abundant raw materials, and skilled labor. The South! Where 42.8% of the nation's population increase has been — where more new permanent industries are migrating, planning for post-war opportunity than any other section.

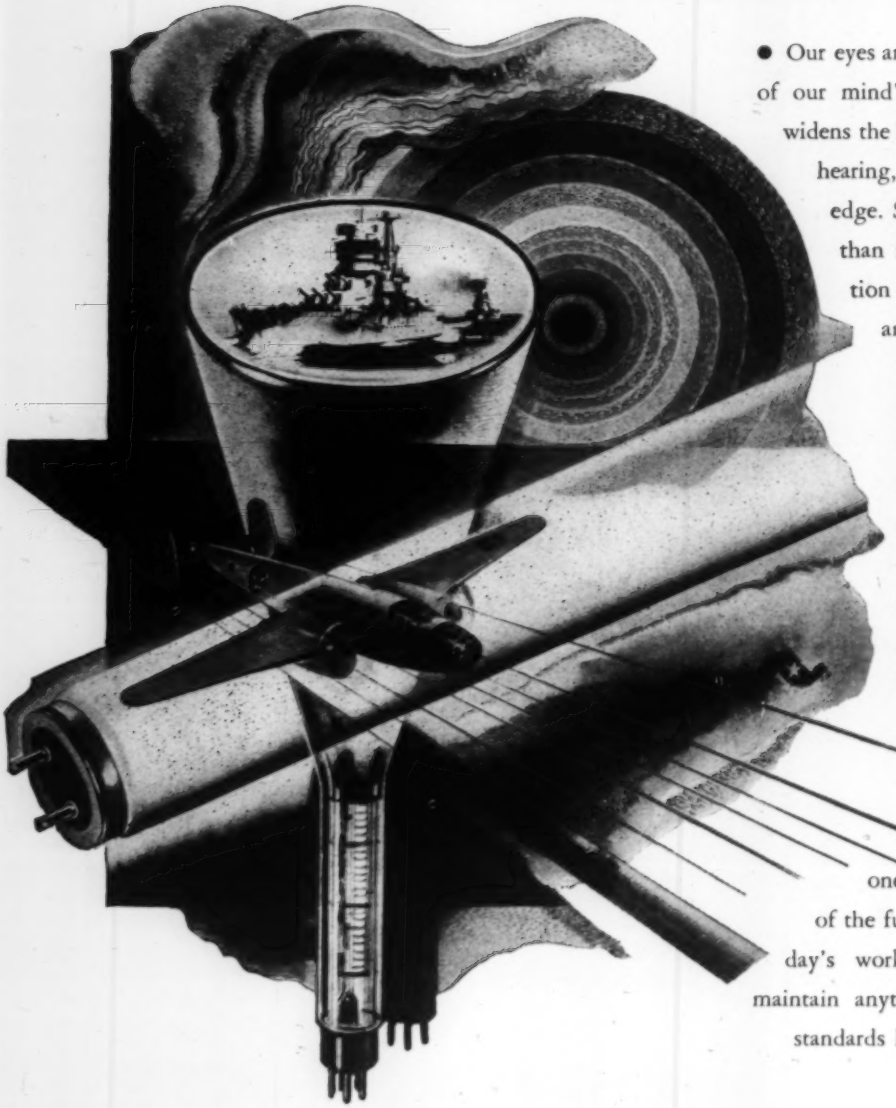
Here is where 50,000 watt WSM is blasting sales messages 18 hours a day. With a low frequency, one of Radio's largest talent staffs and a pulling power that recently brought 250,000 letters from two broadcasts, WSM is the station of the South — the station for your mid-war sales and post-war planning.

WSM — Air Castle of the South — 50,000 WATTS — CLEAR CHANNEL

HARRY L. STONE, Gen'l Mgr., NASHVILLE, TENNESSEE

OWNED AND OPERATED BY
THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC.
NATIONAL REPRESENTATIVES: EDWARD PETRY & CO., INC.

To see and hear beyond the beyond

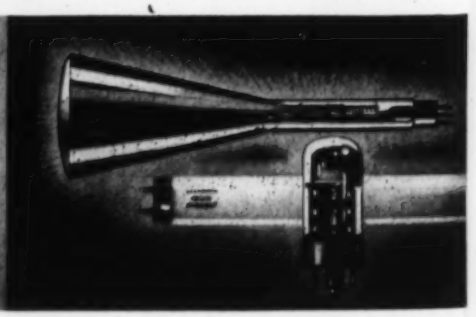


● Our eyes and ears are the advance guards of our mind's march forward. Whatever widens the horizons of human vision and hearing, reveals new vistas of knowledge. So our chosen work for more than forty years has been exploration of uncharted realms of sight and sound. Starting with the humble incandescent lamp, progressing to radio and electronic tubes, fluorescent lamps and equipment, we are today busy with ventures which are contributing vitally to the winning of the war. And important as these may be to Victory, their full flower will come as enduring boons to better living in the years beyond. How could anyone, glimpsing the rich promise of the future, be content to do each day's work with a firm resolve to maintain anything less than the highest standards known!

SYLVANIA ELECTRIC PRODUCTS INC., EMPORIUM, PA.

MAKERS OF INCANDESCENT LAMPS, FLUORESCENT LAMPS, FIXTURES AND ACCESSORIES, RADIO TUBES, CATHODE RAY TUBES AND ELECTRONIC DEVICES

VITAL TO VICTORY is the ever-increasing number of electronic devices that miraculously bridge the gap between man and the machine tool in war industry. Electronic contributions to technology make inspection and processing more automatic and foolproof. From long experience, Sylvania has developed and applied electronic tubes to industrial as well as military uses.



XUM

What have rutabagas to do with Hollywood?

When the Government said, "raise vegetables," that was KNX' signal to go to work! Deep down under the foundations of Columbia Square, in glamorous Hollywood, is rich soil that not too many years ago was fertile farm land.

We ripped out the terrace, plowed the soil, fertilized and cultivated it. And grew a model garden to show Californians what rare and precious gems are these edibles that can be grown on Southern California's soil.

The garden was the talk of the town. The first crop went, of course, to those who needed it most; in this case, the Los Angeles Orphans' Home. And the practical experience of raising the crops went by proxy to tens of thousands of families, up and down this rich countryside.

KNX is more than Columbia's Key Station in the West. It's the *home town station* for over a million families throughout all this rich Southern California area . . . not all Hollywood glamour folk — but prosperous, typically American people from the four corners of the land.

Homey things — like plowing up our front yard to show neighbors what vegetables can best be grown — are what made KNX so much a part of the lives of these people. And it's what has made KNX so successful a medium for advertisers in the West. It explains why so many major advertisers turn to KNX *first* to solve their sales problems.

KNX

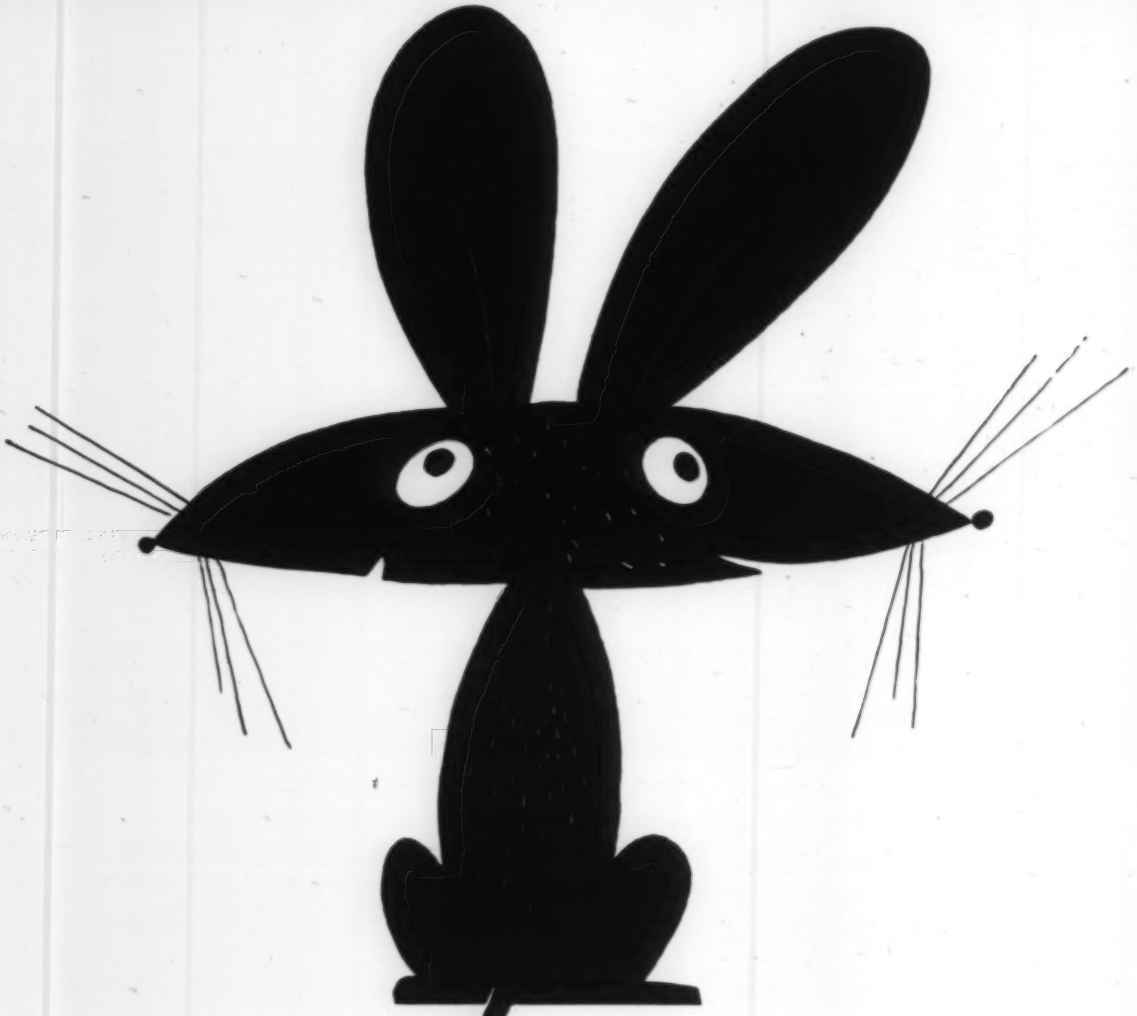
LOS ANGELES

50,000 watts

COLUMBIA OWNED

THE HOME-TOWN STATION FOR ALL SOUTHERN CALIFORNIA

Represented by Radio Sales, the SPOT Broadcasting Division of CBS



...have you heard about the two-way mousetrap?

You remember the axiom about building a better mousetrap? Well, we've caused our path to run both ways!

For a decade, WBT has been the showmanship station in the South. Good talent—from anywhere in Dixie—eventually turns up at WBT. When they stay a long while at WBT it means they're good enough to move on. So with Lansing Hatfield and Norman Cordon. They're now with the Metropolitan Opera. John Scott Trotter and the Golden Gate Quartet and Hal Kemp "went big-time" first at WBT. Hollywood, too, has drawn on WBT. Currently, the Tennessee Ramblers of WBT have completed their fourth picture and the yodeling mc of WBT's Dixie Jamboree is doing his first. But that's between WBT jobs.

Which is all right with us. We think this concentration on producing good radio and attracting good talent is what makes WBT *The South's Best Salesman.* People listen to programs. Down our way that means WBT!

COLUMBIA OWNED

WBT

CHARLOTTE

50,000 WATTS

CBS

The South's Best Salesman

Represented by Radio Sales, the SPOT Broadcasting Division of CBS

Planning That Fall Offensive?

PUT A BIG PIN HERE

LOOKING for a likely place to attack? Want a favorable sector where you can get the most results for the least expenditure? Then stick a big pin right now in the spot on your map marked "Nashville—WSIX".

For here's a combination that won't fail at the show-down—a booming market covered by one tested medium.

In planning any fall campaign in the South, get the latest facts and figures on Nashville and WSIX.

SPOT SALES, INC., NATIONAL REPRESENTATIVES

Member station The BLUE Network and Mutual Broadcasting System

5000 WATTS

WSIX

"The Voice of Nashville"

NASHVILLE, TENN.

980 KILOCYCLES

ONE OF A SERIES PRESENTING THE MEN WHO MAKE FREE & PETERS STATIONS

ROLAND WEEKS

COMMERCIAL MANAGER, WCSC, CHARLESTON, S. C.

1928 B. S., College of Charleston
1933 Salesman, WSCS, Charleston
1934 Sales Department, WNOX, Knoxville
1936 Commercial Manager, WROL, Knoxville
1938 Commercial Manager, WCSC, Charleston

WHILE we were compiling his "business biography" (above, beside photograph) Roland Weeks made a comment that to our minds is a pretty perfect biography, all by itself. Said he: "True, business has almost quadrupled in the five years I've been here at WCSC. But it all goes back again to this—*do a job for the advertiser*, and you can't keep business from coming in." Nicely put, friend Roland!

Yes, but how are you agencies and advertisers to know, except by costly trial and error, what radio stations "do a job for the advertiser"?

You know and we know that there's as much difference in management of radio stations as in the managements of any other kind of business. And that in radio, the differences help determine the comparative audience-confidence and *advertising results.*

Part of our job, we feel, is to seek out those differences *in management*, and to submit them to you in the same way that we submit market data, surveys, rates and availabilities. . . . Which is another reason we can render you a more vital service than you perhaps realize, here in this pioneer group of radio-station representatives.

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW . . . . . BUFFALO
WCKY . . . . . CINCINNATI
KDAL . . . . . DULUTH
WDAY . . . . . FARGO
WISH . . . . . INDIANAPOLIS
WKZO . KALAMAZOO-GRAND RAPIDS
KMBC . . . . . KANSAS CITY
WAVE . . . . . LOUISVILLE
WTCN . . MINNEAPOLIS-ST. PAUL
WMBD . . . . . PEORIA
KSD . . . . . ST. LOUIS
WFBL . . . . . SYRACUSE

. . . IOWA . . .

WHO . . . . . DES MOINES
WOC . . . . . DAVENPORT
KMA . . . . . SHENANDOAH

. . . SOUTHEAST . . .

WCSC . . . . . CHARLESTON
WIS . . . . . COLUMBIA
WPTF . . . . . RALEIGH
WDBJ . . . . . ROANOKE

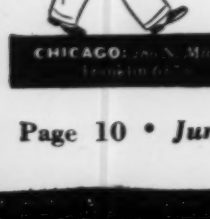
. . . SOUTHWEST . . .

KOB . . . . . ALBUQUERQUE
KOMA . . . . . OKLAHOMA CITY
KTUL . . . . . TULSA

. . . PACIFIC COAST . . .

KARM . . . . . FRESNO
KECA . . . . . LOS ANGELES
KOIN-KALE . . . . . PORTLAND
KROW . OAKLAND-SAN FRANCISCO
KIRO . . . . . SEATTLE

and WRIGHT-SONOVOX, Inc.



FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: [illegible] NEW YORK: [illegible] SAN FRANCISCO: [illegible] HOLLYWOOD: [illegible] ATLANTA: [illegible]

XUM

BROADCASTING
and
Broadcast Advertising

VOL. 24, No. 23 WASHINGTON, D. C., JUNE 7, 1943 $5.00 A YEAR—15c A COPY

Radio Tops Non-War Topics in Capital

Fly to Federal Bench; Payne Vacancy; NAB Ponders Action

WASHINGTON fairly sizzles with reports of impending developments affecting the whole radio regulatory scene, stemming from the Supreme Court decision in the network cases and the Cox Committee inquiry into the FCC.

There is talk, often heard in the past, of a possible reorganization of the FCC. The complexion of things seems to lend unusual credence to it now. Legislation at this session is regarded as likely, with newspapers falling in line on the fight to prevent further Governmental inroads on freedom of the media of expression. This is seen as a major issue in the impending political campaign.

Here is some of the speculative talk pervading Washington:

1. Appointment by the President of FCC Chairman James Lawrence Fly to the U. S. Court Appeals for the District of Columbia to fill the vacancy created by the elevation of Justice Fred M. Vinson to Director of Economic Stabilization.

2. Nomination by the President of a new Republican member of the FCC to succeed George H. Payne, whose term expires June 30, and which would give the Chief Executive the opportunity of naming two new members, if the Fly Court appointment materializes.

3. Naming of military men—Army, Navy or Coast Guard—to the FCC vacancies, because of necessary coordination of communications with military operations. There has been complaint of lack of this under the present regime.

4. Enactment by Congress of a simple "stop-gap" bill, designed to check any further abrogation of power by the FCC, which might seriously undermine the ability of radio to render peak public wartime service.

5. Selection by the NAB of a chief counsel or coordinator to direct the industry effort for remedial legislation, with the appointment of a steering committee of 10 broadcasters. The committee was named last Friday.

6. Removal of the major networks from any influential status in Washington on the ground that the network contract fight is over and that they can do little to help the legislative situation.

7. Start of the Cox Select Committee Inquiry into the FCC by July 1, with members of the Commission to be called about policy actions, "pressure grants", purported "side deals", and allegations of domination of the FCC by Chairman Fly when it's a seven-man Commission.

Talk of the appointment of Mr. Fly to the bench is heard in Government as well as industry circles. A lawyer of some repute, and general counsel of Tennessee Valley Authority before he was named to the FCC in 1939, the Commission chairman is regarded as well qualified for the promotion, particularly since he holds high rank in the New Deal.

Question has been raised about his confirmation by the Senate, if named to the bench. Doubt on that score, however, is dispelled by the precedent in the case of the former Assistant Attorney General Thurman Arnold, hated by labor, who was confirmed without opposition. There is steadily mounting feeling in both sides of Congress about the FCC, but this would hardly frustate confirmation of a Commissioner for another post.

Fly a Target

Chairman Fly is the target of the House Committee inquiry into the FCC. His replacement might mitigate the scope and flavor of the Cox inquiry. It is generally thought Commissioner C. J. Durr would be the logical successor to the chairmanship. But here again there is strong House feeling against the Alabaman — newest member of the FCC. His attack upon Chairman Eugene E. Cox of the House Committee, seeking his ouster on grounds of "bias" certainly hasn't helped his status in the eyes of many Congressmen.

The Payne situation is somewhat different. He was appointed to the original FCC in 1934, and reappointed in 1936 for a seven-year term.

Mr. Payne's troubles on reappointment, however, are ascribed to a combination of events and circumstances. Regular Republicans, it is reported, regard him as a New Deal or pseudo-Republican, and contend that the party therefore does not have the representation it should on the bi-partisan FCC (not more than four members of which can be Democrats). While Chairman Fly heretofore has espoused the Payne candidacy, it is now reported about the FCC that his support has wilted.

Should these two vacancies materialize — and it isn't by any means certain they will—there is interesting speculation about successors. The name of Rep. Karl Stefan, Nebraska Republican, and a former news commentator on WJAG, Norfolk, Neb., who was elected in 1935 largely because of his radio following, has cropped up several times. In his early career he was a telegraph operator.

Speculation also has arisen about appointment of men familiar with

(*Continued on page 55*)

NAB Empowers Legislative Program

Board Meets Wheeler Who Says Hearings Begin Soon

EMBARKING upon an all-out quest for legislation to safeguard radio's status as a free, competitive medium, the NAB board of directors at an extraordinary two-day session in Washington last Thursday and Friday, enlarged its legislative committee and gave it plenary powers to evolve a legislative plan and retain personnel.

Concluding that the industry's salvation reposed in new legislation, the board got squarely behind the White-Wheeler bill (S-814) to remake the FCC and spell out its functions. The enlarged legislative committee, now comprising 10 members as against a membership of six, shortly will convene with a view to mapping out detailed plans.

Retention of a legislative counsel or coordinator by the NAB is regarded as likely. This will be one of the chief objectives of the Committee in its sessions in the immediate future.

The entire board called on Chairman Wheeler (D-Mont.), of the Senate Interstate Commerce Committee, co-author of the pending bill, just prior to its adjournment late Friday. The chairman was told of the reliance the industry placed upon Congress in assuring its continued freedom of action through a new legislative enactment.

Chairman Wheeler shortly will schedule hearings on the legislation, which would divide the FCC into two autonomous units of three members each, one charged with broadcasting and the other common carriers. Specific functions of the FCC, depriving it of authority to censor or to regulate business practices of the industry, are implicit in the pending bill.

Following the conference, Chairman Wheeler told BROADCASTING he would schedule hearings as soon as the committee completes its current railroad rate inquiry. This may run another week or 10 days, he said.

He asserted it was his definite intention to hold hearings, barring a summer recess. And if that occurs, he declared, hearings would be held promptly upon reconvening of Congress. "Absolute Government control of radio is the worst thing that could happen to this country", he said.

Added to the legislative committee, presided over by NAB Pres-

(*Continued on page 54*)

Paid Local War Advertising Projected

Council, OWI, and Media Working Out New Sales Plan

PAID TIME for many of the wartime messages carried by radio stations is one of the features of a plan now being worked out by the War Advertising Council, in cooperation with OWI and representatives of all media, to mobilize local advertising for a long-range war selling job.

The plan does not involve payments for regular OWI information announcements, but contemplates large-scale local campaigns involving actual purchase of time by Community War Planning Boards which would be set up. In addition, it includes conversion for war use of programs already sponsored locally.

All Media Covered

Actual amount of paid advertising involved has not been determined. Purpose of the plan is to organize local advertising for a public service. The plan in no way favors any one media, requiring use of all: Radio, newspapers, outdoor, car signs, direct mail.

Feeling that some machinery is needed to do the community war advertising job, the WAC would support, in about 200 communities, local councils to sponsor this advertising. These councils would spend pools of donated money and contract time, solicited for the council by salesmen of all media. These salesmen would sell community advertising, rather than their own media.

Once the individual media salesmen had organized the pool of time and money, the local Coordinating and Planning Board would allocate it.

According to the proposal as now being considered, WAC would invite local association leaders and Government field men to a meeting, where the plan would be discussed, and a packet of proposed campaigns, prepared by OWI, would be examined.

A local chairman would then be elected for a three-man Coordinating and Planning Board. An Advisory Board, composed of business groups, heads of local defense War Service Councils, and OWI would be organized with subcommittees specializing in space and time, raising funds, preparation of copy.

This local committee would interest local advertisers in donating some of their regular advertising budget for community use. It also would solicit its own war fund from other business and industrial groups.

Local advertising agencies would prepare copy, which for the most part would consist of adjusting material from the WAC to local needs. All personnel would be voluntary, but actual expenses of the committee would be paid, probably from the pool.

Much of the material, it is pointed out, would come from OWI, through the WAC. Packets containing radio and other material would be available. However, in some cases original programs might be needed to fit local needs.

The entire war fund would be allocated by the Coordinating and Planning Board, which would determine the campaigns which should be given priority. It would also decide how much space and time each should have. Selections it is emphasized, would be based on local conditions.

Community advertising efforts have been tried successfully for War Bonds in several cities, notably in Cleveland where about $100,000 was spent among all media. The new plan, patterned in part on the Cleveland model, would set up an organization for the duration, which would sponsor all types of local advertising.

Such local problems as manpower, absenteeism and OCD drives would be sponsored. War Bond, anti-black market material and conservation pleas would be used regularly.

Big advantage of the plan, advocates point out, is that once a business firm contributes to the community war pool, it would be assured immunity from further requests for a given period.

Essentially designed to solidify advertising's support of the war, the plan is seen as an effective answer to demands for Government paid time, or Government production for local sponsorship. A semi-official organization, it would make the vast local advertising field available to the Government. Besides providing revenue at the local level, where media need it most, it eliminates any dangers of loss of freedom, seen as inherent in any Government subsidy plan.

The idea has already been widely approved by Government and advertising people alike. Because of the strength of WAC, which includes representatives of all major advertising groups and media, its success is widely predicted. For example, the Advertising Federation of America has already offered to organize community projects in 62 cities.

Harris a Major

CAPT. JACK HARRIS, executive officer of the Radio Branch, Army Bureau of Public Relations, last Friday was promoted to rank of major in the Army reserve. Formerly special events director of WSM, Nashville, Mr. Harris last year reported to the Radio Branch as civilian assistant to Col. E. M. Kirby, Radio Bureau director. Subsequently he was commissioned a major in the Army Specialists Corps, but with the abolition of that unit he was recommissioned a captain in the reserve.

War Ad Council Would Double Time and Space Contributions

La Roche Hopes to Increase Aid by All Media To Half-Billion Dollars by End of Year

DOUBLING of advertising's contributions of space and time to war purposes is sought in a new program of the Advertising Council, according to an announcement last week by Chester J. La Roche, chairman. Estimated value of periodical, outdoor display and radio advertising given over for war causes in 1942 was $250 million.

Under the slogan, "A War Message in Every Ad," the Council is opening a drive to increase this to a yearly total of a half-billion dollars worth of contributed time and space by the end of 1943. To dramatize this objective the Council is changing its name to "War Advertising Council," a title which more accurately suggests the functions of the organization.

Plans for the drive to secure the sought-for contributions in various media will be discussed at a meeting in New York on Tuesday June 8. As yet no estimate has been made of radio's quota in the half-billion dollar goal. That additional funds to carry the council's expenditures for the drive will be needed is indicated by an increase in the budget from $100,000 last year to $125,000 for this year. It is expected that the scope of the organization is to be broadened but no additions to personnel are contemplated.

Big Job Ahead

At last week's meeting of the Council, held in New York, Mr. La Roche was re-elected chairman of the board of directors. In a statement issued following the meeting he declared he was pleased with the performance turned in by advertising in 1942. "We are dealing, however," he said, "with unprecedented needs and there is still a tremendous job to be done. It is our hope that by the end of 1943 advertising space and time contributed for war messages will be at the rate of $500,000,000 a year."

Speaking of the change in the name of the Council he said it "entails no change in operating plan or objective, which continues to be the increasing use of contributed and sponsored advertising, at no

(*Continued on page 55*)

Lineup of Utilities Completed by Ayer

Cooperative CBS Program to Get Under Way July 27

A TOTAL of 121 utility companies throughout the country have been lined up by N. W. Ayer & Son, New York, after more than a year's effort, as cooperative sponsors of a network program—the one selected being the CBS weekly half-hour news review program *Report to the Nation*.

The companies involved in the deal are local distributors of electric current and illuminating gas and will sponsor the series on an institutional basis under the organizational title "Electric Companies Advertising Program".

Slated to start July 27, the series, currently heard Saturdays, 7-7:30 p.m., will be moved to the CBS Tuesday period, 9:30-10 p.m. A basic CBS network of 59 stations is already set, but Ayer expects to add more stations before the start of the contract.

Under the personal supervision of Paul White, CBS director of news broadcasts, *Report to the Nation* summarizes and reviews the news of the week, relating it to the American civilian and to the American in the armed forces. Under the electric companies' sponsorship, its format will remain much the same with Mr. White continuing to direct.

KGO SWAP PLAN BRINGS OPA VETO

BARTERING of coffee, sugar and nylon stockings on the five-weekly audience participation program, *What's Doing Ladies*, on KGO, San Francisco, came to an abrupt halt in late May when OPA ruling held such sessions constitute a black market. It was pointed out by the Government agency that its regulations specify ration coupons must be used only on behalf of a person to whom they are issued. Prior to ban, trading of unneeded rationed items for wanted articles had been one feature of the broadcasts. Such exchange, it was explained, violated price ceilings.

Hereafter bartering activities will reportedly be confined to such unrationed articles as fur coats, furniture and garden tools.

OWI National Packet Includes Chain Breaks

CHAIN BREAKS will be included in the OWI National Packet starting the week of June 21. Don Stauffer, chief of the Radio Bureau, announced Friday. The change was made following requests from War Program Managers throughout the country.

First chain breaks will be used by two groups of stations, on the subject "Safeguard your Social Security Card." The other two groups of stations will participate in the new plan in the week starting June 28. OWI regional offices will continue to provide chain break copy wherever possible, Mr. Stauffer said.

XUM

Nets Scheduling Time Under FCC Rules

All Four Complete Plans; Notify Affiliates

RESIGNED to the fact that the FCC's network rules, as modified, will become effective June 15, all four of the major networks last week had completed plans for adjustment of contracts with their affiliates to conform to the rules. Last to line up its plans was the BLUE, which, following a meeting of its advisory and planning committee in New York Wednesday, and a session with FCC Chairman James Lawrence Fly on Thursday, notified its affiliates of changes in operations.

NBC, CBS and BLUE last week notified their affiliates by letter or telegram, of changes in contractual relations to conform to the rules (see texts on pages 47, 51, 52). Mutual on May 28 sent its covering letter to affiliates [BROADCASTING, May 31].

Fly Approves Plan

In a telegram to BLUE affiliates last Thursday evening, which followed conference with Chairman Fly, H. Allen Campbell, general manager of WXYZ, Detroit, and chairman of the BLUE committee, reported that the group had completed a satisfactory conference with the network officials "followed by a gratifying session with Chairman Fly, in which our interpretations of rules were confirmed and plans for future operation approved." At the Thursday conference with Chairman Fly were Mark Woods, president; Keith Kiggins, vice-president for station relations; John H. Norton, station relations manager; and Robert D. Swezey, assistant secretary.

Mr. Campbell reported that the BLUE shortly would send a letter, also approved by Mr. Fly, to affiliates modifying agreements to conform to the new regulations. He announced that special meetings of BLUE affiliates in various regions have been called.

Time Schedules

Knottiest of the problems confronting the networks and affiliates was the preparation of schedules of time for which options would be required in compliance with the limitations imposed by Regulation 3.104. This regulation prohibits stations from granting options of their time to networks on call on less than 56 days' notice (twice the present time) and further specifies that such options be limited to three hours within each of the four segments of the broadcast day, as follows: 8 a.m. to 1 p.m., 1 to 6 p.m., 6 to 11 p.m., and 11 p.m. to 8 a.m. "Such option", the rule states, "may not be exclusive as against other network organizations and may not prevent or hinder the station from optioning or selling any or all of the time covered by the option, or other time, to other network organizations."

Time options, the FCC states, must be for specified clock hours, and the four segments into which the day is divided are to be figured on the basis of local station time, except that they need not shift with local changes to and from daylight saving time. In effect, this ruling means that a station owner can option only three hours of his time for network programs during any of the four segments, but allows optioning the same three hours among all four nationwide networks if he, and they, want such options.

At the week's end, only NBC and CBS had announced their option time schedules, with those of the BLUE and Mutual still in the works. CBS and Mutual, whose letters to affiliates had gone out the week previous, said that station replies to date were all favorable, either agreeing to accept the contract revisions or asking for time to have their attorneys study them. No refusal to accept the new terms was reported by either Mutual or CBS. Both networks, however, said that the returns were as yet insufficient to be used as a basis for future network plans. It is expected that all networks, when the replies from all their affiliates are in, will notify national advertisers and advertising agencies of the effects, if any, that the new FCC regulations will have on commercial network programs, both current and future.

Text of BLUE letter on page 47. Text of revised FCC network regulations on page 48. Text of NBC letter to affiliates on page 51. Text of CBS letter to affiliates on page 52.

CBS requests for option time break down as follows for Monday through Saturday. Morning: 9:45 a.m.-12:45 p.m. EWT; 9:45-11:45 a.m., noon-1 p.m CWT; 9:45-10:45 a.m., 11 a.m.-1 p.m. MWT; 8:45-9:45 a.m., 10 a.m.-noon PWT. Afternoon: 1-3 p.m., 5-6 p.m. EWT; 1-2 p.m. 3-5 p.m. CWT; 2-4:30 p.m., 5-5:30 p.m. WMT; 1-3:30 p.m., 4-4:30 p.m. PWT. Evening: 7-10 p.m. EWT; 6:30-9 p.m., 10-10:30 p.m. CWT; 6-8 p.m., 9-10 p.m. MWT; 6-7 p.m., 8-10 p.m. PWT.

Sunday Hours

CBS Sunday option time breakdown is: Morning: 10 a.m.-1 p.m. EWT; 9:30 a.m.-noon, 12:30-1 p.m. CWT; 9-11 a.m., 12-1 p.m. MWT; 8-10 a.m., 11 a.m.-noon PWT. Afternoon: 1:30-3 p.m., 4:30-6 p.m. EWT; 1-2 p.m., 3:30-5:30 p.m. CWT; 2:30-5:30 p.m. MWT; 1:30-4:30 p.m. PWT. Evening: 7-10 p.m. EWT; 6:30-9 p.m., 10-10:30 p.m. CWT; 6-8 p.m., 9-10 p.m. MWT; 6-7 p.m., 8-10 p.m. PWT.

NBC's Monday through Saturday option time schedule runs: Morning: 10 a.m.-noon EWT; 9-11 a.m. CWT; 8-10 a.m., 12-1 p.m. MWT; 8-9 a.m., 11 a.m.-1 p.m. PWT. Afternoon: 3-6 p.m. EWT; 2-5 p.m. CWT; 1-4 p.m. MWT; 1-4 p.m. PWT. Evening: 8-11 p.m. EWT; 7-10 p.m. CWT; 6-9 p.m. MWT; 6-9 p.m. PWT. Early morning: 7-7:15 a.m., 7:45-8 a.m. PWT.

NBC's Sunday schedule of option time is: Morning: No time optioned in EWT or CWT zones; 11 a.m.-1 p.m. MWT; 10 a.m.-1 p.m. PWT. Afternoon: 2-4 p.m., 5-6 p.m. EWT; 1-3 p.m., 4-5 p.m. CWT; 1-2 p.m., 3-4 p.m., 5-6 p.m. MWT; 2-3 p.m., 4-6 p.m. PWT. Evening: 7-10 p.m. EWT; 6-9 p.m. CWT; 6-9 p.m. MWT; 6-9 p.m. PWT.

BLUE Schedules

BLUE's schedule was not completed last week, but the following weekday schedule for the EWT and CWT zones had been tentatively established: Morning: 9:30-noon, 12:30-1 p.m. EWT; 8:30-11 a.m., 11:30-noon CWT. Afternoon: 3-6 p.m. EWT; 2-5 p.m. CWT. Evening: 7-7:30 p.m., 8-10:30 p.m. EWT; 6-6:30 p.m., 7-9:30 p.m. CWT.

MBS schedule had not been completed as of Friday, but network executives said every effort was being made to conform to the general plan adopted by the other networks so as to cause the least possible confusion to the stations concerned. It was believed that 10 a.m. to noon, 3-6 p.m. and 7:30-10:30 p.m. would be optioned by Mutual in the EWT zone, with the other time zones to be scheduled accordingly, through the week. The Mutual letter to stations indicated that on Sunday evenings the EWT time optioned would be 7-8 p.m. and 8:30-10:30 p.m.

Blue Plans Regional Sessions On New Option Time Rules

MODIFICATION in the BLUE network's station contracts to bring them into line with the FCC regulations were sent to affiliates last Saturday by Keith Kiggins, vice-president in charge of station relations. Letters were prepared following an all-day meeting of the network's station advisory committee, comprising representatives of the BLUE stations in the seven geographical divisions of the country, held in New York on Wednesday. Letters were approved by FCC Chairman Fly with whom the committee met in Washington on Thursday.

Schedule of Meeting

Following their return home on Thursday evening, the district committmen called meetings of the BLUE stations in their districts for full discussions of the new regulations and their effects on network operations. Although these meetings are to be conducted by each district group and not by the BLUE, representative of the network have been invited to attend to answer questions.

Schedule of the meetings follows: District 1, headed by William Riple, WTRY, Troy, and District 2, headed by H. Allen Campbell, WXYZ, Detroit, will hold a joint meeting in New York Thursday, June 10, at which the network will be represented by Mark Woods, BLUE president and Mr. Kiggins. Mr. Kiggins will also be the BLUE representative at the District 3 meeting, called by Committeeman Earl May, KMA, Shenandoah, Ia., for Tuesday, June 8, in Chicago.

Henry P. Johnston, WSGN, Birmingham, representative of District 3, has called the BLUE stations in this district together on June 8 in Atlanta. District 5 stations will meet with their committeeman, Harold V. Hough, KGKO, Ft. Worth, in that city June 10. John H. Norton, station relations manager, will represent the BLUE at these meetings.

BLUE affiliates in Districts 6 and 7, located in the Mountain and the Pacific Coast regions, will be contacted by conference calls from their committee representatives, William D. Pyle, KVOD, Denver, and William Stuht, KJR, Seattle, this week. It was not possible to get them together before June 15, when the new rules go into effect, but they will have meetings as soon after that date as is convenient for the stations.

(Letter of transmittal, sent by Mr. Kiggins to all BLUE affiliates, appears on page 47.)

Revlon on Net

A NETWORK program will be used by Revlon Products Corp., New York, to promote Revlon nail enamel and lipstick, according to William H. Weintraub & Co., New York, the company's newly appointed agency. No decision had been reached last week on network or program to be used.

Option on Willkie Book

WARWICK & LEGLER, New York, has taken an option for radio rights to Wendell Willkie's book, *One World*, with contents to be dramatized on a 13-week summer replacement basis. Deal calls for Willkie to make appearances on each broadcast, according to Paul Warwick, executive of the agency.

New Advertising Functions Highlight ANA Conference

Adv. Manager's Responsibilities Broadened By War Problems Turned Over For Solution

WARTIME CONFERENCE for members of the Assn. of National Advertisers got under way last Wednesday morning at the Hotel Waldorf-Astoria, New York, with a keynote speech on the new responsibilities of advertising management by Charles G. Mortimer Jr., vice-president of General Foods Sales Co., and chairman of the board of the ANA.

The theme outlined by Mr. Mortimer was developed at length in case histories presented by eight advertising men from well-known companies.

I. W. Digges, ANA counsel, discussed the May 10th decision of the Supreme Court upholding the FCC regulations, revealing the results of a study he had made on its practical effects.

Cowles Speaks

Luncheon speaker June 2 was Gardner Cowles Jr., director of domestic operations of the OWI, who gave an off-the-record talk on attitudes toward advertising in Washington. A symposium on advertising in wartime was held that afternoon with a panel made up of coordinators of various Government campaigns. S. Heagan Bayles of Ruthrauff & Ryan represented radio, as chairman of the Radio Allocation Plan.

A shortwave broadcast from London was arranged by NBC for members and their guests at the June 3 luncheon meeting, with John McVane, NBC's correspondent back in London from the African front, directing his talk exclusively to ANA members.

Case Histories

How the entire industrial and employe relations program of the Packard Motor Car Co. was turned over to the advertising department, with unusual success, was told by George Christopher, Packard's president.

How advertising was used to tell oil industry workers the importance of their jobs in the war effort, thereby stopping wholesale shifts to other war industries, was revealed by F. S. Cannan, advertising manager of the Sun Oil Co.

A similar problem, and its solution, were described by C. C. Connor of the Aluminum Co. of America. Mr. Connor reported that some workers apparently did not realize the wartime significance of their part in producing sheets of aluminum. A "circus" featuring planes and other war equipment proved to be the answer.

E. Cameron Hawley, director of advertising and sales promotion of the Armstrong Cork Co., detailed the campaign which his department carried on to recruit women workers.

How the Coca-Cola Co. taught dealers to hold consumer good will by proper handling of voluntarily rationed items was told by Turner Jones, vice-president. Under this plan, dealers prorate their stocks over a long period, allotting supplies for sale during specified morning and evening hours. Result is that they are not sold out in a rush and left with the necessity of denying all requests until next consignment arrives.

Final session of the war conference was held June 4 with Paul B. West, president of the ANA, closing the conference. Feature was a dramatization of the problem of awakening the public to the value of freedom of choice and freedom of opportunity, written and produced by Yasha Frank of D'Arcy Adv. Co., and directed by Earle McGill of CBS.

Only 11% of listeners would be willing to pay a set tax to support broadcasting as done in other countries, Dr. Henry Link of the Psychological Corp. told the ANA last Friday. Reporting on a nationwide survey of 1,000 personal interviews of men and women at home, conducted between May 5 and 15 in urban centers by the Psychological Corp. for the ANA, Dr. Link said 79% of the people said they preferred the present system of broadcasting supported by advertising to the tax method while 10% did not know.

MUTUAL SLIDE FILM REVEALS COVERAGE

THE IMPORTANCE of "home-town America", of the home-town market and of the home-town station within that market, to radio advertisers is stressed in a new slide film presentation for MBS, previewed for the advertising press at the network's New York headquarters last Thursday. Network's research and promotion division, headed by Robert A. Schmid, prepared the presentation.

Other Results

Comprising 60 full color slides, with synchronized sound, the film points out that in addition to its coverage of the country's major markets, Mutual has stations in 172 cities not covered by the regular Hooper or CAB surveys. In 120 cities, the Mutual outlet is the only station, more than twice as many one-station cities as the next nearest network includes.

Also shown are the first results of a survey now being conducted for Mutual by Crossley Inc., covering 23 cities typical of the "home-town" markets in which MBS has the only network station, but coming within the claimed primary coverage of at least one competing 50-kw. station.

Johnson to Rest

PARKS JOHNSON, the co-m.c. of the *Vox Pop* show, sponsored by Emerson Drug Co., Baltimore, on CBS, will take a month vacation after the June 14 broadcast to rest at his ranch in Texas. Guest interviewers are being lined up to take his place, assisting Warren Hull, who will also take a brief respite later in the summer. Agency for the Bromo-Seltzer show is Ruthrauff & Ryan, New York.

House Probe of FCC Slated To Get Under Way by July 1

ENTERING what appears to be the last preparatory lap, the House select committee to investigate the FCC last week planned to get under way with public hearings by July 1, with the FCC's handling of broadcast matters apparently the first order of business.

While the committee has not yet developed a formal agenda or even set a definite date, it was indicated that preliminary investigations had been completed on a number of matters and that hearings now could be regarded as certain within a month, at the outside. Heretofore, Chairman Cox (D-Ga.), had indicated public hearings would be launched by the five-man committee as soon as preliminary studies had been completed.

FCC Witnesses

It was regarded as a foregone certainty that members of the FCC and its staff first would be called. Last week the legal staff of the committee, headed by Eugene L. Garey of New York, examined in closed session two additional members of the FCC—T. A. M. Craven and George H. Payne.

Commissioner Craven made his second appearance within a fortnight before the committee last Wednesday. Commissioner Payne testified both on Tuesday and Friday, it is understood. Following custom, the committee did not disclose the nature of the examination.

In early May the committee took testimony of former Gov. Norman S. Case—the first member of the Commission to be called. At that time it was stated that each of the seven FCC members would be called to submit to examination by the Cox committee counsel preparatory to public hearings.

Reports were current last week that the five-man committee might soon authorize contempt proceedings against certain individuals who have failed to make full disclosures of events in connection with FCC activities. These reports

(*Continued on page 45*)

Durr Asks Group To Hear Petition

Asks Committee Members to Hear Cox Disbarring Plea

PURSUING his one-man public campaign against the activities of the Cox Select Committee to investigate the FCC, Commissioner C. J. Durr of the FCC last Friday made public a letter to Chairman Sumners, of the House Judiciary Committee, requesting hearings on his petition seeking disqualification of Rep. Cox (D.-Ga.) as chairman of the investigatory committee.

Along with the letter, Mr. Durr issued a press release in which he stated that identical letters were sent to each of the 26 members of the Judiciary Committee. In his petition of May 13 to Speaker Rayburn, which was referred to the Committee, Mr. Durr asked that Chairman Cox be disqualified on grounds of alleged "prejudice". The Committee, while it has discussed the petition, has taken no action and members have expressed doubt the Committee has jurisdiction to pass upon other Committee members as passed by Speaker Rayburn.

No Change in Procedure

In his letter to Chairman Sumners and the Committee members last Friday, Mr. Durr said there has been no substantial change in the Committee staff's procedure since filing of his petition and "examination of witnesses continues to take place behind closed doors with only Congressman Cox and members of the staff present." He asserted he felt it essential to the successful functioning of our form of government that Congress have complete information concerning all agencies of Government.

This, he added, is particularly important in time of war "when the cloak of military secrecy may so easily be used to conceal activities about which Congress should be informed.

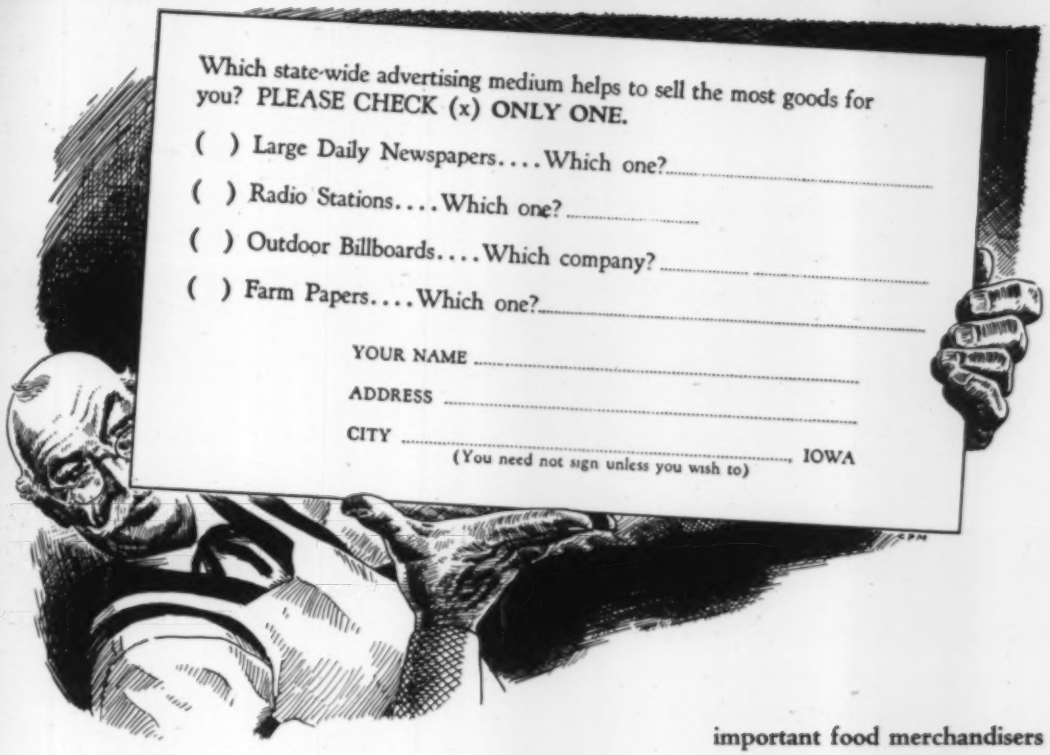
Reiterating his "reluctance" to testify before the Cox Committee as it is now constituted because "I am convinced that its chairman and staff have purposes to serve which are inconsistent with a fair and impartial determination of the facts," Mr. Durr said he thought his petition clearly shows that Mr. Cox "is not a suitable person to conduct an investigation of the FCC."

"I stand ready to prove these facts at any time," the letter continued, "and I respectfully request that you hold hearings on the petition at any early date at which I may be allowed to appear and present witnesses and documentary evidence."

Zoog Opens Agency

A. HARRY ZOOG, formerly manager of WFPG, Atlantic City, and WTTM, Trenton, last week announced his entry into the agency field, establishing an office in Trenton, N. J., under the name of A. Harry Zoog Associates.

XUM


Which state-wide advertising medium helps to sell the most goods for you? PLEASE CHECK (x) ONLY ONE.
( ) Large Daily Newspapers....Which one?
( ) Radio Stations....Which one?
( ) Outdoor Billboards....Which company?
( ) Farm Papers....Which one?
YOUR NAME
ADDRESS
CITY
IOWA
(You need not sign unless you wish to)

IOWA GROCERS VOTE ON ADVERTISING MEDIA!

● The postcard above is a facsimile of a questionnaire sent to its members by the Iowa Retail Grocers and Meat Dealers Assn.

Read it, please!

When answers were tabulated, Iowa grocers and butchers had voted as follows:

For Daily Newspapers	20.5%
For Radio Stations	68.3%
For Farm Papers	9.5%
For Billboards	1.7%

But here's the pay-off! In answering the second part of each question ("Which one?") these all-important food merchandisers voted as follows for *individual* newspapers and radio stations:

For Station WHO	54.7%
For Newspaper "B"	10.1%
For Radio Station "B"	7.4%
For Newspaper "C"	2.4%
For Radio Station "C"	2.1%
For Newspaper "D"	1.9%

—and no other *individual* radio station or newspaper got as much as 1.9%.

WHO got more than five times as many votes as any other medium.

Let us send you a copy of the complete Survey analysis. All facts—no rhetoric.

Write us direct—or ask Free & Peters.

WHO
+ *for* IOWA PLUS! +

DES MOINES . . . 50,000 WATTS

B. J. PALMER, PRESIDENT
J. O. MALAND, MANAGER

FREE & PETERS, INC. . . . National Representatives

New Regulations Specify Wage Increases Without Official OK

WLB Tells Employers What Increases Are Not Allowed But Leaves Ample Leeway

A DETAILED order defining conditions under which employers can give individual wage increases without securing Government approval was issued by the War Labor Board last week. Although the order was described as a means of cracking down on violations "of the spirit and intent" of the wage stabilization program, it apparently left a wide latitude for adjustments.

Individual increases are not to be made, the Board said, unless they are within a schedule approved by the War Labor Board, in accordance with a collective bargaining agreement in existence on May 31, 1943; or unless they conform to the employer's practice prior to Oct. 27, 1942, when the stabilization order went into effect.

'Policy' Is Guide

Employers may submit plans for individual promotions to their Regional War Labor Boards, and subsequently make adjustments without approval of the Board. Without such a plan, however, the employer may grant wage increases in accordance with his established policy. He can demonstrate this policy either through his payroll records or by showing that he has formally communicated such a schedule to his employes.

In its new instructions, General Order No. 31, WLB told employers that permissible changes may be made for merit increases, automatic length of service increases, promotions or reclassifications and apprentice or training plans.

Merit increases must be made only within rate ranges for the job, the Board warned. They are defined as individual rewards for superior quality or quantity of work or service. No employe may receive more than two such increases in any calendar year. Except in unusual cases, no more than half the employes in a classification may have merit increases in a year, and such increases shall not exceed one-third the difference between minimum and maximum rates.

Length of service increases must also be within rate ranges for the job. They are considered individual adjustments, usually made automatically at the end of specified periods, with not more than four such increases in any calendar year. Length of service raises must not exceed a fourth of the difference between minimum and maximum rates for the job.

So-called promotions and reclassifications, according to the WLB, involve moving an employe into a different job classification. He is not to receive more than 15 per cent above his previous rate, or the minimum for his new classification, which ever is higher, except in unusual cases where special ability and experience is involved.

The Board left wide leeway for adjustment of apprentice pay conforming to the standards of a collective bargaining agreement. The order provides that employers shall keep records of increases for two years.

Also last week the Board ruled that its regional offices may deal with cases involving applications from employers not covered by the Wage and Hour Act, who wish to pay time and a half for hours over 40, and those involving adjustments incident to the improvement of working conditions which do not involve increased rates. This means such items as vacation pay, sick leave, night shift bonuses and holiday pay.

The WLB also issued orders permitting offices of Dept. of Labor Wage and Hour Division to issue rulings on whether or not proposed wage increases need be submitted to the WLB. Wage and Hour offices had been doing this work since last fall, but were instructed to stop, following the April 8 "Hold-the-Line Order" which paralyzed wage stabilization activities until relaxed by James F. Byrnes, then Director of the Office of Stabilization.

Markin News

ENTERING radio advertising for the first time, M. J. Markin Paint Co., New York, on June 5 started sponsorship of Rad Hall, commentator, on WEAF, New York. Broadcasts will be heard Saturday, 8:30-8:45 a.m., for a total of 26 weeks, concluding Nov. 27. The 25-year-old firm manufactures paints for marine, industrial and home use. Radio series is basically institutional. Agency is Humbert & Jones, New York.

CBS 'School' Plans

WHEN CBS resumes its daily educational series *School of the Air of the Americas* on Oct. 11 for the fall-winter season, the title will be changed to *American School of the Air*. The five general classifications of subjects also will be altered. CBS will continue to carry the science, geography and literature sections of the School, with plans to originate in Canada eight of next season's broadcasts.

Relief In Batteries Promised by WPB

Dry Cells Included Under New List of Farm Necessities

EARLY relief for farmers suffering from the shortage of radio batteries seemed certain last week as WPB's Office of Civilian Requirements included radio dry cells in a list of 66 items a farmer may now buy by merely certifying to his dealer that they are necessary for the operation of the farm [BROADCASTING, May 24].

Although WPB officials admit that something more than the farmer's statement is necessary to supply a battery, when no batteries are in stock, another WPB branch, the Consumer's Durable Goods Division, said it was now providing batteries at a rate that should make it possible for jobbers to honor the farmers' certificates.

Writes Own Ticket

Under Priority Regulation 11 issued by Arthur Whiteside, Dun & Bradstreet president brought in as a WPB vice chairman to revitalize civilian supply, the farmer writes his own ticket, without the use of any Government forms. The dealer in turn may reorder, or order in anticipation using the farmers' certificates which have an AA-5 rating with the manufacturer.

Mr. Whiteside made it clear that he would see that the 66 "needed" items—including the batteries—were made available. This was reflected in another order, M-330, empowering him to direct deliveries of these and 78 other items. Indications that he would have success were supported by the Consumers Durable Goods Division which said batteries for civilians are still being produced at the high rate of 425,000 monthly reported early last month [BROADCASTING, May 17]. This figure, double the output of mid-March when the battery crisis was brought home to WPB, is greater by 50,000 monthly than the output in 1941. If sustained, as it apparently is now, the rate would eventually mean 1.6 batteries per set, compared to 1.1 before the war.

Officials caution, however, that production of batteries, like many other items requiring critical materials, rests on present military needs. Under Order L-71 issued by WPB last month, adjustments in the production schedules for civilian output may be made easily, thus insuring use of facilities at maximum efficiency in the face of week-to-week needs.

Spots For Noxacord

E. FOUGERA & CO., New York, has started a spot campaign in 10 markets throughout the country for Noxacord, a foot remedy. Drive started several weeks ago. Spot announcements are placed largely in the early morning period. Agency is Small & Seiffer, New York.

WESTINGHOUSE RADIOS' "Hail and Farewell" dinner in connection with the recent shuffling of assignments of various executives in the Westinghouse Radio Stations group, was tendered by Lee B. Wailes, general manager of WRS Inc., at the Warwick Hotel, Philadelphia. The changes were brought about by the resignation of James B. Rock, general manager of KDKA, Pittsburgh, who accepted a captain's commission in the Marine Corps.

Seated around the dinner table are (l to r): Dwight A. Myer, assistant to Mr. Wailes; Gordon Hawkins, in charge of programs; Mr. Wailes; B. A. McDonald, sales manager; W. Byron McGill, advertising and publicity manager; and Frank A. Logue, auditor, all of WRS headquarters in Philadelphia. Standing, E. H. Gager, KYW chief engineer; Hal S. Lamb, KYW sales; Leslie W. Joy, KYW general manager; James P. Begley, KYW program director; Jack de Russy, KYW sales; A. Harvey McCall, KYW sales; Frank V. Webb, KDKA sales manager; James A. McCall, KYW publicity director; Joseph E. Baudino, KDKA general manager; A. Harry Bates, assistant auditor of Westinghouse Radio Stations Inc., and Harold M. Coulter, who is KYW sales promotion manager.

XUM

KOA Proudly cooperates ... in Colorado's 2ND WAR LOAN DRIVE

KOA is extremely grateful for the part it was designated to play in this 2nd War Loan Campaign, together with other media in Denver and Colorado. Through donation of its time and facilities to Gov. John C. Vivian of Colorado and the Colorado War Finance Staff—KOA helped to bring this 2nd War Loan endeavor to a successful conclusion, far surpassing 100% of Colorado's quota.

We Take a Bow...

for Governor Vivian of Colorado

KOA ... Continually helps Colorado support America's War Effort

Vast Television Industry Seen Based on Camera Tube Progress

Research Head Says Post-War Video Will Use Electronic Eye Sensitive to Ordinary Light

A VAST post-war industry will be created when television, its electronic eyes made sensitive to ordinary light, emerges from the period of intensive wartime development, according to Ralph R. Beal, research director of the RCA Laboratories. Mr. Beal, addressing the Institute of Finance of the New York Stock Exchange, said that the spectrum of tiny wavelengths measured in centimeters opened by the development of the new radio tubes is bringing possibilities to radio greater in scope than all of its past.

Mr. Beal

The potentialities have stimulated scientists in other fields as well, and open unexpected horizons in physics, chemistry, metallurgy, biology, and many industries, Mr. Beal declared.

Camera Tubes Improved

As an added broadcasting service, electronic television has potentialities which surpass those of other mass communication services, Mr. Beal said. "With post-war television broadcast stations connected into networks, events of the nation will pass in review on the screens of home receivers. Larger and brighter pictures of greatly improved quality will be realized and research and development plus genius in design will bring the television receiver within the range of the average pocketbook.

"Post-war television will use electronic camera tubes which will be greatly improved in sensitivity," Mr. Beal continued. "This will make it possible to pick up scenes with ordinary amounts of illumination. Night events, theatre performances, opera and many other programs which utilize artificial lighting will come well within range of camera tube sensitivity. The problems of heat and glare in television studios have been solved.

"And then we have theatre television with its possibilities as a post-war service. For the first time in the centuries of theatre history a means is available for bringing theatre audiences the thrills and drama of events as they occur in real life. Electronic methods have made it possible to produce pictures of theatre-screen size. RCA Laboratories demonstrated a picture about 20 feet wide shortly before the outbreak of the war."

Pressing need for post-war employment will be met to an important extent by the new industry and service which electronic research is creating, Mr. Beal continued. "Television will provide permanent new employment for an unusually wide range of arts, trades and professions. It has no aspects of technological unemployment. On the contrary, the quantities of equipment and services and of new facilities needed, will be such as to require a number of years to complete the initial expansion."

Reviewing the work done by RCA in development of radar, Mr. Beal said that basic research on apparatus for locating ships and planes was begun by RCA Laboratories as early as 1932. Encouraged by the prospects, RCA installed collision prevention equipment in its own airplane in 1937. The same year RCA delivered experimental radar equipment to the U. S. Army Signal Corps for aircraft location tests. Late in 1938 equipment built by RCA was tested on the U.S.S. New York in cooperation with the Navy, which had also built radar equipment at its Naval Research Laboratory, Anacostia, D. C. The first Navy service order for radar apparatus was awarded RCA in October, 1939, and the equipment was installed on naval vessels beginning in 1940.

Mr. Beal described radar operation as analogous to an echo. When a plane crosses a radar beam it reflects the beam back to the starting point, revealing the location of the interrupting factor.

The RCA scientist also told the Stock Exchange men about the latest developments of the electron microscope and of radiothermics—application of high frequency heating to industrial processes.

WALTER (Red) Barber, sportscaster of WHN, New York, on June 15 will receive from the Sgt. Joyce Kilmer Post No. 55, Brooklyn, the "American Legion Medal for Outstanding Americanism" for his War Bonds sales and recruiting of blood donors. Presentation will be made at Ebbets Field, June 13.

RADAR VICTORY
Jap Ship Sunk at Night
Eight Miles Away

ANOTHER achievement of radar, radio-developed miracle of the war, was unfolded for the first time last Monday by Office of War Mobilization Director James F. Byrnes in an address from Spartanburg picked up by the BLUE Network. A Japanese battleship at eight-mile range, on a stormy night, was sunk Nov. 14 with radar doing the job.

Justice Byrnes said:

"History some day will record the part radio and the radar have played in giving us fighting superiority over the Axis. But let me give you one instance. On the night of Nov. 14, off Guadalcanal there lay a Japanese battleship. It was a stormy night. Eight miles away was a ship of our fleet. With the use of the radar our ship with its second salvo, sank the battleship in the blackness of the night eight miles away. Is there any wonder that the Japanese Admiral Yamamoto, who boasted he would dictate the peace to the United States in the White House, has quietly passed away?"

BEXEL PLUGS BACK DRUG STORE SALES

"KEEP the vitamin business in the drug store," is theme of a new promotion plan by McKesson & Robbins, New York, makers of Bexel, a B-complex product. Firm is using its current spot schedule for Bexel, as well as newspapers, store displays, and a club to stimulate sales efforts among drug store clerks, in what L. M. Van Riper, advertising manager, describes as "a concrete double plan" of promotion.

"McKesson & Robbins suggests that you buy your vitamins from your druggist—he is best equipped to cooperate with your physician," is the wording of announcements on 87 stations. Included in portfolio of sales helps is estimate, by a "leading authority," that the annual potential vitamin sales soon to be reached is $496,881,000 or $9,034 for the average store. The B-complex is described as "the fastest growing member of the vitamin group" representing 30% of the present total vitamin business in the drug field. Agency is J. D. Tarcher Co., New York. Baldwin & Mermey, New York, handles public relations.

BOOM BUSINESS and the West Coast's hum of activity, was subject of this informal confab of CBS national and Pacific Coast executives during luncheon meeting in San Francisco during late May. Quartet exchanging viewpoints are (l to r) Charles Morin, northern California sales manager; Leonard Erikson, general sales manager, on West Coast tour; Arthur Kemp, Pacific Coast sales manager; and Ralph Brunton, president of KQW, San Francisco affiliate station of the network

Reception Better In Latin America

Francisco Tells of Progress In American Shortwaves

SHORTWAVE broadcasts from the United States to Latin America have shown a "tremendous improvement" in the 2½ years since his last trip down there, Don Francisco, radio director of the Office of the Coordinator of Inter-American Affairs, said last Wednesday following his return from a month's survey trip of Central America.

The improvement is shown in both signal and program content, he said, reporting that the coordination of all U. S. shortwave transmitters, variously beamed so as to cover all of Latin America in combination instead of being aimed at the major cities as was the case when each station was operated independently, has produced larger audiences for our programs.

Choice of Programs

The further combination, which will give listeners in any district a choice of several wavelengths for each program and in some places a choice of language as well, should result in further listener increases when it goes into effect July 1, he said.

Local rebroadcasts are necessary for maximum audiences, Mr. Francisco stated. Most popular programs, as at home, are news, music and drama, with *March of Time*, *Hit Parade*, *Counter Espionage* and *Saludos Amigos* (a program of American music ranging from symphonic to jazz) among the outstanding favorites, though audience measurement is difficult.

In Mexico, Grant Advertising has worked out the most successful method yet evolved for checking listening, Mr. Francisco reported. The checker carries a portable radio and when he hears a program through an open door or window of a dwelling, he tunes his set until he has the same program. CIAA will extend this survey technique to other Latin American countries.

Blue Wins Ruling

THREE arbitrators of the American Arbitration Assn. chosen to decide the controversy between the American Federation of Radio Artists and the Blue Network over the status of the *My True Story* programs broadcast on the BLUE in cooperation with Macfadden Publications, last Wednesday rendered a unanimous decision disallowing the AFRA claim that talent on the programs should be paid in accordance with the unions commercial scale and upholding the BLUE's contention that the series is sustaining. Judges were Roy S. Durstine, agency head, named by the BLUE; Dr. Robert Lynd of Columbia U., named by AFRA, and Dr. Willard L. Torp, director of economic research of Dunn & Bradstreet, selected by the other two.

THERE ARE EXACTLY 288 WAYS TO MAKE CHANGE FOR A $1 BILL —

BUT—THERE IS NO WAY TO COVER WESTERN MICHIGAN BY RADIO, FROM CHICAGO OR DETROIT!

Sitting at your desk and looking at a map, we can easily see how some of you big-agency fellows might get the idea that you could cover the Grand Rapids-Kalamazoo Area "from the outside" . . . . .

After all, there *are* some markets in the U. S. that can probably be covered from a distance of 150 miles or more. But what your maps don't show about the Grand Rapids-Kalamazoo Area is that around here we have one of the worst "fading" situations in the Nation—and outside stations simply don't make the grade. . . .

No, we wouldn't dare to say that if we couldn't prove it. Write for that proof—or just ask Free & Peters!

The Kalamazoo-Grand Rapids Area is the home of 1,483,509 better than average consumers who vastly prefer WKZO to any and every other radio station, either "outside" or "inside" the Area. Write for "The Tale of Three Cities".

WKZO

covers all Western Michigan, with studios in

KALAMAZOO and GRAND RAPIDS

5000 WATTS • 590 KC • CBS

JOHN E. FETZER, *President and General Manager*

FREE & PETERS, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

WPB Directs 'MR' Tubes to Civilians

Amendment to L-265 Bars Their Use in Military Orders

TUBES built for civilian home radio sets may no longer be used to fill preferred orders, the WPB ruled last week-end in an amendment to L-265, the Radio & Radar Division's regulation governing sale of tubes and other electronic equipment for maintenance and repair.

Under terms of the amendment, tubes earmarked for civilians are channeled into civilians hands, for manufacturers of equipment will be unable to use them in filling run-of-the-mill war orders. WPB has been building large numbers of tubes for civilians from materials allocated for that purpose, but weaknesses in the distributing machinery had allowed substantial quantities to fall into non-civilian hands.

The new amendment, considered one of the broader steps taken in behalf of civilian economy by any agency of WPB, will insure that at least 85% of these civilian tubes find their way to broadcast receivers in the home. It will not interfere with military programs, since civilian production has been adjusted to give the right of way to war orders.

Distribution Problems

According to reports of the Radio Manufacturers' Association, and of well-informed WPB officials, about 2,000,000 tubes were built monthly early this year from the material provided for civilian use. Radio dealers have been complaining however that civilian purchasers are unable to compete with priorities held by military purchasing agents and military contractors. In announcing the new amendments, WPB chilled some of the natural optimism that would have followed by hinting that current production is not reaching the high levels of earlier this year.

The maladjustment in tube distribution was spotlighted last March when Frank H. McIntosh, Assistant Director of the Division, asked manufacturers to stamp tubes for civilians "MR", for maintainance and repair, hoping this identification would protect civilian stocks. [BROADCASTING, March 12]. The leaks have continued, however, and two weeks ago, metropolitan newspapers reported a tube famine which "would grow worse before it grows better".

WPB, aware of the situation, felt that a good share of the blame lay outside the Government. Particularly, it is felt that some jobbers are deliberately soliciting orders from manufacturers of military supplies, in hope of making bulk sales. In many such cases, it is pointed out, special military tubes are available, so the jobber's sales enterprise merely means civilians go without.

Last week-end's amendment makes such sales of tubes to manufacturers impossible. It therefore plugs what are considered the most serious gaps in the distribution machinery. Assuming that production is adequate, officials now feel that a big step forward has been taken in the struggle to keep home radio on an efficient operating basis.

About a week before the amendment appeared, the Vacuum Tube Advisory Committee met with Mr. McIntosh to work out production for the remainder of this year. No announcement of the results of that session was made, and it is not yet known whether the industry felt it could continue its civilian production effort of the first six months.

It is known that further sessions were held last week, but no final decisions on production quotas have been made. Civilian production is wedged in between military needs and plant capacity, and it requires extensive planning to determine exactly what will be available for home front use.

Amendment Details

Assuming that the industry can follow Mr. McIntosh's plans, the civilian tube knot apparently has been cut, for with the exception of a few types, some of which are admittedly important, WPB is now supplying sizable numbers of tubes.

Machinery of the amendment is simple. It ties together the recent order L-265, forbidding sale of electronic equipment to non-rated buyers except on a tube-for-tube basis, with Mr. McIntosh's MR plan forbidding sale of MR tubes for use in filling preferred orders. Since all civilian tubes are marked MR, in effect it forbids use of civilian tubes except for maintenance and repair of civilian sets.

Text in part reads: "No person shall use radio receiving type tubes which are marked "MR" in the manufacture of electronic equipment to fill any preferred order. No person shall transfer or accept the transfer of such tubes on any preferred order or any other order bearing a preference rating, except rated purchase orders for export." Exports are limited to 15% of a year's production.

Result of these provisions, it is believed, is a rigid channeling of civilian tubes to civilian sets, for besides banning their use by equipment manufacturers, L-265 also prevents purchases by representatives of the Armed Services. The Order requires that a purchaser certify that he will use such tubes "for presently needed repairs." Military purchasing agents are generally unable to sign such declarations.

Another paragraph in the amendment to L-265 ordered release for sale of automobile radios which were frozen in dealer hands by the original order.

4-Acre 'Blackout Plant' Built by Westinghouse

WALTER EVANS, vice-president in charge of the Westinghouse Radio Division, has announced the opening of a new plant on the east coast for special type radio equipment for the Army. A "blackout plant," which Westinghouse will operate for the Defense Plant Corp., covers four acres. Handling of interior traffic is said to be unique, in that movement is along the side walls, leaving remaining areas clear. Three spurs link the plant to the B. & O. main lines. Mr. Evans said that the plant will further increase Westinghouse production of communications equipment, already increased more than 40 times since beginning of the Government's preparedness program.

Wheat Germ Spots

SPARK-O-LIFE Co., Kansas City (wheat germ), in a 13-week campaign started May 24 is sponsoring five participations weekly in *Family Nutrition in Wartime* on KFWB, Hollywood. Agency is Ferry-Hanly Co., Kansas City.

OLDEST IN TERM of service of NBC Central Division, Theodor E. Schreyer (second from left), and Howard Luttgens (third from left), receive congratulations on completion of 17 years with the company at a recent dinner held at the Tavern Club, Chicago, feting employees of 10 years' or more standing. L to r: Harry C. Kopf, vice-president and manager of NBC central division; Mr. Schreyer; Mr. Luttgens; Frank Mullen, vice-president and general manager of NBC.

Major Equipment Changes Unlikely

Fear of Obsolescence Not Justified by Discoveries

NEW DEVELOPMENTS in radio and radar precipitated by the war will not render obsolete present broadcasting equipment, according to Paul L. Chamberlain, manager, transmitter sales, General Electric Co. In a letter to BROADCASTING, Mr. Chamberlain anticipates some replacement of low-powered AM stations by FM stations which may lead to higher power for the remaining AM stations.

Text of Mr. Chamberlain's letter follows:

"Many questions were asked of us at the NAB convention in Chicago. The foremost among these and one in which you may be interested is —'Will secret war developments in radio and radar bring revolutionary changes in broadcast transmitters after the war?'

"Our answer is, 'Definitely No!' War developments undoubtedly will bring improvements in broadcast transmitters, FM, AM, and television, but we foresee no radical changes that will prematurely obsolete present equipment.

AM Replacements

"What we do anticipate in the field of post-war broadcasting is the replacement by FM stations of many low-powered AM stations which are now handicapped by interference and inadequate signal strength. This probably will mean higher power and more clear channels for the remaining AM stations.

"We expect television broadcasting to develop rapidly after the war, along with FM radio broadcasting. Manufacturing experience gained in the production of electronic equipment for war will undoubtedly result in lower-priced television receivers after the war and this, plus public demand, should accelerate the expansion of television service.

"After the war, we expect to continue to build all types of transmitters—FM, AM, television—together with auxiliary equipment and such devices as the magnetic wire recorder which you may have seen at the Chicago meeting."

Hams Reinstated

ALL AMATEUR radio operators' licenses which have expired since Dec. 7, 1941, have been reinstated and extended for three years from the expiration date of each license, the FCC announced last week. The action was taken, the FCC said, because it is difficult for amateur operators now in the armed services or in war work at locations far from their homes to make timely applications for renewal. Licenses expiring between June 1, 1943, and Dec. 7, 1944, will also be extended for three years. This will make it easier for amateur stations, which have been banned since the war began, to resume operation when this is permitted.

XUM

There's not another like it!

Probably the most famous of all American fighting units in World War I was the Forty-second, or Rainbow Division. Its name and insignia was derived from the fact that it drew its personnel from practically every state in the Nation, as well as the District of Columbia. The Rainbow Division had a distinguished record of service from 1917 to 1919, in the course of which it suffered almost 14,000 casualties. Following the armistice, the division acted as part of the Army of Occupation. As this is written, the Rainbow Division is being reconstituted, and young men from every part of our land are joining together to carry on, once more, the glorious traditions of their fathers.

Traditions have played an important role in the more than 18 years of service which WTIC has rendered to Southern New England. On the other hand, faithfulness to tradition has not been practiced at the expense of progress. It is, perhaps, this happy combination which has gained—and held—for WTIC, the respect and attention of a vast audience of intelligent and well-to-do New Englanders. This respect and attention enables us to remind advertisers that—for quick and wholesome response to your sales message—

There's not another like it!

WTIC

50,000 WATTS

DIRECT ROUTE TO AMERICA'S NO. 1 MARKET

The Travelers Broadcasting Service Corporation

Member of NBC and New England Regional Network

Represented by WEED & COMPANY, New York, Boston, Chicago, Detroit, San Francisco and Hollywood

Airways May Relinquish Band Ranging Between 200-400 kc.

OWI Report Discloses Plan to Rebuild System Of Plane Communication in Ultra-Highs

DISCLOSURE by the Office of War Information that in the post-war era the nation's airways will be disposed to relinquish the standard intermediate band between 200 and 400 kc. and rebuild the domestic airways system in the ultra-high frequency range has given rise to speculation in radio circles of possible use of these frequencies below the standard broadcast band for broadcasting.

In a detailed report released today [June 7], OWI covered all phases of American air transport and dealt with post-war uses. In that section devoted to airways and navigation facilities, OWI said that the "immediate post-war problem of the airways, as seen by Civil Aeronautics Authority, will be to rebuild the entire domestic airways system by substituting ultra-high frequency for the old standard intermediate frequencies ranging between 200 and 400 kc."

Radar to Be Used

The report added that ultra-high frequency "will eliminate static and provide a visual as well as an aural course, if not omni-directional courses." New electronic control devices, including radar, it stated, "will also play a large part in post-war aviation."

Both Government and private engineers pointed out that the 200-400 kc. range is well-suited for broadcast purposes. But they also observed that in large measure the drift is toward ultra-high frequencies for post-war broadcasting with FM looked upon as the mode destined to receive greatest impetus. Radio relay systems for FM, which should make feasible networking of FM stations, also are regarded as latent.

The lower frequency range would provide phenomenal primary coverage, even with present peak power of 50,000 watts. These channels, however, are more susceptible to static, and means of overcoming the higher noise level would be involved. This would be particularly true in the South. On the other hand, a station operating in the lower frequencies centrally located geographically and in a relatively cold climate would have unparallel coverage.

Engineering observers did not foresee any immediate opportunity for conversion of the 200-400 kc. range to standard broadcasting in the post-war era. Aside from the ultra-high frequency trend, it was pointed out that several other services, including maritime direction-finding and maritime radio beacons operate in that portion of the spectrum.

Moreover, those channels are allocated internationally and even if decisions were reached in this country for dropping of these channels for domestic airways, other nations might desire them for that purpose for an indefinite period.

Thus, international conversations would be necessary, probably at the first international telecommunications conference to be held following the war. The last conference was held in 1938 in Cairo. Scheduled at five-year intervals the next conference was to have been held in Rome in 1942, but was called off because of the war. Observers recalled that no telecommunications conference was held between 1912 and 1927 because of World War I.

While engineers often have commented that the ideal broadcast band would be in the range from about 150 kc. to 1,000 kc., (instead of 550 to 1,600 kc.) that was before FM and its potentialities became evident. Moreover, the international distress frequency at 545 kc. would prove a complicating factor, along with certain maritime and coastal mobile services in the range between 400 and 500 kc.

Depending upon developments, however, engineers were inclined to look with interest upon the possible opening of these lower frequencies for broadcast services, perhaps for ultimate development of a few high-powered broadcast stations to provide rural or practically national coverage.

Broadcasters to Get Gas For Essential Activities

BROADCASTERS in the eastern gasoline shortage area are among the essential industries listed by WPB and ODT as eligible to apply for supplimental gasoline rations if the recent 40% cut in T coupons should "unduly restrict" their essential civilian service.

Burden of proof will be with the applicant, ODT warns. Applicants will be required to submit to ODT regional offices records of their operations. These will be expected to show that fuel is used for strictly essential purposes.

Stams Extended

STANDARD BRANDS, New York, has expanded the area in which it is promoting Stams to 26 states in the mid-central region. Firm started the campaign for the new vitamin tablets in six midwestern states the first of the year [BROADCASTING, Jan. 25]. A total of 19 stations have been added in the process of expansion. In addition to cut-ins for Stams on two NBC programs, Standard Brands promotes the product in the area through special announcements on leading stations of other networks. Agency is Ted Bates Inc., New York.

CUTTING CAKE for *Logan Time*, all-Army show on KLZ, Denver, on its first anniversary are Manager Hugh B. Terry and Sgt. Herb Trackman, announcer. Aired as a public service feature, the program is said to have had the longest run for this type in the region. Studio audience and cast helped celebrate.

STANDARD REPORT
Agencies Get Monthly Account Of Promotions From WJR

A STANDARD monthly report on merchandising and program promotion has been started by Owen F. Uridge, advertising director and assistant general manager of WJR, Detroit, to inform advertising agencies on promotional activities of the station. The report was established, Mr. Uridge explained, in the face of growing demands from agencies for detailed and complicated reports which could not be prepared because of manpower losses.

In the monthly report, the station will indicate the number of courtesy announcements extended to each client, the number of mentions in syndicated news and gossip columns, the number of mentions in a radio gossip column for the two Detroit Sunday newspapers, both of which are paid for by the station, and the number of calls made on retailers, jobbers and wholesalers in behalf of the product. Asserting that in the future the station will decline to fill in questionnaires submitted by agencies, WJR said no effort would be made to indicate when air announcements are made plugging a particular show, nor will tear sheets or other visual proof be made.

Carrier Cable, Spiral 4, In Use by Signal Corps

CARRIER equipment, used in a system known as "Spiral 4", has eliminated the need for pole-line construction for Army communications. The Signal Corps now uses a single rubber-covered cable, the thickness of a lead pencil, to carry three telephone and four telegraph circuits. Made in quarter-mile lengths, the ends have weather-proof connectors which snap together without splicing. With amplifiers along the way, "Spiral 4" will span distances up to 150 miles.

If the enemy should tap one of these lines, they would hear only an assortment of squeaks and buzzing, for the seven messages are sent simultaneously on different frequencies by means of intricate apparatus, and unscrambled at the receiving end by a similar device.

DOW-JONES STUDIES RADIO INDUSTRY

THE RADIO INDUSTRY is the subject of a Dow-Jones Survey published in the *Wall Street Journal* of June 2. The survey points to an estimated $6 billion backlog of orders, assuring a high rate of activity by the radio manufacturing industry for some time. Profits are indicated to be running as well or better than a year ago.

Referring to the national networks, the report says that NBC and CBS admittedly suffered a hard blow when they lost, in the Supreme Court, their case to set aside the FCC rules on station contracts. As to the actual harm suffered, Dow-Jones says it will take time to assay the damage. It summarizes the main point at issue as being the " 'exclusive option time' under which NBC and CBS were able to insure priority for their programs with their network stations." The decision came when the networks were expecting record business, the report said.

The Blue Network, owned by RCA, is reported to have made $20[illegible] million last year, all ploughed back into the business. While a greater profit is reportedly expected, it is said that RCA probably will not get any of it under the policy of network self-improvement.

Menaugh Commissioned Serving Under Warner

ROBERT M. (Bob) MENAUGH, superintendent of the House Radio Gallery, last week was commissioned a first lieutenant in the Army Reserve and assigned to the Bureau of Public Relations in Washington, War Intelligence Division. His immediate superior is Lt. Col. Al Warner, former CBS Washington commentator and ex-president of the Radio Correspondents Assn.

Lt. Menaugh has been superintendent of the House Radio Gallery since its formation in 193[illegible]. He is a former newspaperman from Indiana, but was employed by the House prior to his selection for the Radio Gallery assignment. He has been granted leave from the Congressional assignment for the duration. His successor has not yet been named.

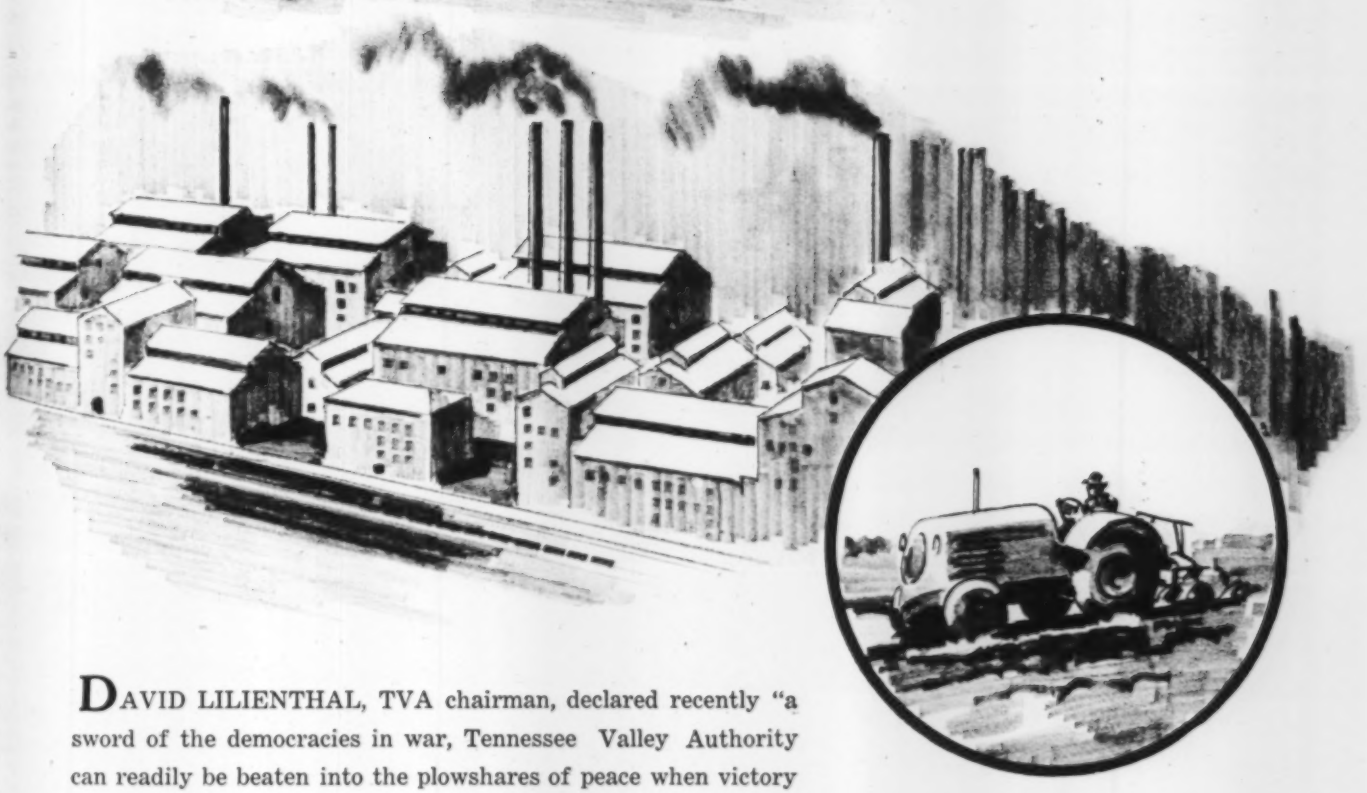
WKBN Now in Fulltime Operation With 5,000 W.

WKBN, Youngtown, pioneer CBS outlet, last Sunday (June 6) formally announced its operation with 5,000-watts fulltime. For the last year WKBN has used 5,000 watts day and 500 watts night, because of delays entailed by wartime conditions in construction of its directional antenna system. The station operates on 570 kc.

WKBN procured its construction permit prior to the freeze order of April, 1942, and material was on hand as far back as September 1941. Difficulties in obtaining required parts made it necessary to postpone the fulltime announcement several times. With all obstacles surmounted, the station went on fulltime 5,000-watt program tests recently, with the formal dedication on Sunday. Warren P. Williamson Jr. is president and general manager.

XUM

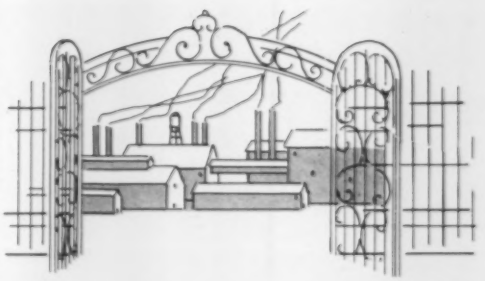
TVA a sword in war a plowshare in peace



DAVID LILIENTHAL, TVA chairman, declared recently "a sword of the democracies in war, Tennessee Valley Authority can readily be beaten into the plowshares of peace when victory is won."

Mr. Lilienthal went on to say that value added by manufacture in the Tennessee Valley increased 88% from 1933 to 1939, and that wages increased 85% in the Valley as compared with 73% for the entire country.

Thus, in the war and in the peace to follow, TVA is and will continue to function as a powerful progressive force.



THE INDUSTRIAL GATEWAY
TO THE
RICH TENNESSEE VALLEY

WLAC

50,000 WATTS

ONLY CBS STATION WITHIN 125 MILES

NASHVILLE, TENN.

★

PAUL H. RAYMER CO.
NATIONAL REPRESENTATIVES

DISCS SPONSORED FOR TRAVEL CHECKS

AMERICAN EXPRESS Co.'s 12-station campaign to promote travelers checks got under way last week with sponsorship of a twice-weekly quarter hour of popular recorded music. Program is named *Cheque Your Music* on all outlets except WQXR, New York, where classical discs are aired under the title *American Express Cavalcade of Music* (BROADCASTING, May 24). Drive is directed at wartime travelers such as service men, inductees, and families visiting camps, and at those who are making trips in connection with essential war work. Contracts for 17 weeks were placed through Caples Co., New York. In addition to WQXR and two key BLUE outlets, WJZ, New York, and WENR, Chicago, stations used are: WTOP WSB WIOD WWL KDKA KNX KPO KOMO and one outlet in Texas.

Crosby Returns

CONVERSION of the Del Mar (Cal.) Turf Club into a war airplane parts factory by its owner, Bing Crosby, star of the weekly NBC Kraft Music Hall, sponsored by Kraft Cheese Co., was announced in late May. Singer-comedian on June 8 returns to his weekly radio series after personal appearances at Army camps and War Bond rallies across the country.

'True Story' on 106

MacFADDEN PUBLICATIONS' spot radio schedule for *True Story Magazine*, which varies from time to time, last month was carried on 106 stations. Five-minute transcribed programs are used. A series of 52 such programs distributed over a period of a year, starts on WDRC, Hartford, June 11. Agency is Raymond Spector Co., New York.

GABRIEL HEATTER, Mutual commentator, who leaves for a two-week vacation following his June 11 broadcast, will be replaced by Frank Singiser, newscaster of WOR, New York.

WFIL

BROADCASTING COMPANY

WIDENER BUILDING

Philadelphia

VICE PRESIDENT GENERAL MANAGER

RITTENHOUSE 6900

Dear Mr. Caparell:

It often happens that someone turns in an excellent job but no one is appreciative enough to talk about it.

With that thought before me, I was prompted to speak out loud, as it were, and tell you how much the International News Service has meant to WFIL during these trying times.

WFIL is one station which has given over a substantial percentage of its time to the dissemination of news and in this connection the International News Service has not only played its part but played it exceedingly well. We frequently find we are not only first on the air with the latest news but also most important is the fact that we can always count on the news being complete in every detail and authentic.

As you might gather from the above, we are glad we are associated with the International News Service.

Cordially,

ROGER W. CLIPP

Thank You, Mr. Clipp

INS

Industry Draft Hits Canadians

CANADIAN broadcasting, which previously understood it had equal labor priority with newspapers, has now been included with theatres as entertainment. This action is taken in the latest Canadian man-power regulation which calls for industrial drafting of single and married men from 19 to 25 and single men to 40 years who have been turned down by the army.

The order did not specifically refer to radio, but National Selective Service director A. MacNamara has left no doubt about where broadcasting now stands following presentations of both the Canadian Broadcasting Corp. and the Canadian Association of Broadcasters.

Hope Replacement

PEPSODENT Co., Chicago (toothpaste), with broadcast of June 22 will sponsor the weekly half-hour program, *Johnny Mercer's Music Shop*, as a 13-week summer replacement for the *Bob Hope Show* on 125 NBC stations, Tuesday, 10-10:30 p.m. (EWT). Mercer will m.c. and sing, with music directed by Paul Wetstein, film studio arranger. Format, with line-up of additional talent, is now being worked out. A package deal by Ken Dolan, Beverly Hills, Cal., talent service. summer replacement series is being considered as a supplementary network vehicle for Pepsodent Co. when the *Bob Hope Show* resumes in fall. Agency is Foote, Cone & Belding, Chicago.

J & J Spots on 93

TO PROMOTE its Baby Powder and Baby Oil, Johnson & Johnson, New Brunswick, N. J., has started a spot campaign entailing the use of 10 one-minute announcements or chain breaks weekly on 93 stations. Drive got under way May 3 on a group of outlets mainly located in the South, while June 7 is the starting date for the northern area. Firm continues its spot campaign for surgical dressings on 71 stations. Agency is Young & Rubicam, New York.

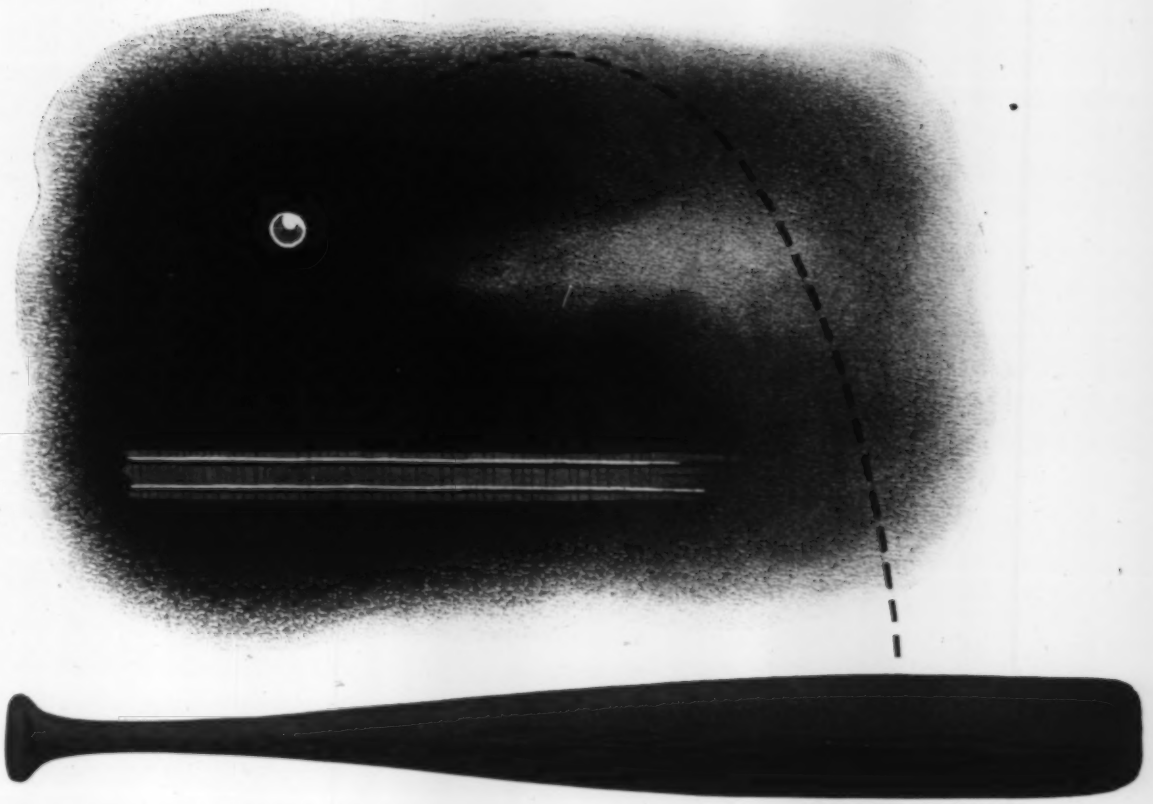
Book on Dialects

A PRACTICAL presentation of foreign dialects is provided in *Manual of Foreign Dialects for Radio, Stage and Screen*, by Lewis Herman and Marguerite Shalett Herman [Ziff-Davis Publishing Co., Chicago, 1943, 416 pp., $6]. Although the basic principles of dialect study are outlined especially for the use of radio actors, the manual covers a field sufficiently broad to include helps for the teacher, writer, and student as well.

Arco on 35

ARCO PUBLISHING Co., New York, is promoting its *Practice for the Army Tests* on 35 stations throughout the country. Announcements are used on a varying basis. J. R. Kupsick Adv., New York, is agency for the firm's radio business.

XUM



RIGHT OVER THE FENCE!

A bunt will often bring a man home from third. A hit will sometimes put a man on first, second, and third. But the play that brings the bleachers to its feet cheering is the sock over center-field fence. Now, 50,000 watts in the Siberian wilderness would be power without persuasion. But pivot them in Pittsburgh to take in all Allegheny County and the 71 tri-state counties which embrace 60 towns of 10,000 population or more, and you've got something. In short, you've got KDKA, which covers the outfield as well as the infield. Batter up!

KDKA
PITTSBURGH
50,000 WATTS

WESTINGHOUSE RADIO STATIONS Inc
WOWO • WGL • WBZ • WBZA • KYW • KDKA
REPRESENTED NATIONALLY BY NBC SPOT SALES

USING its regular schedule of announcements for Super Suds on five New York stations, Colgate-Palmolive-Peet Co., Jersey City, conducted a contest for the best limerick on the product, offering a total of 90 fur coats as prizes. Contest had an additional promotional angle in the use of the name of I. J. Fox, New York fur company from which the coats, scarves and fur-trimmed coats were purchased by Colgate. Sponsor paid the full cost of the contest including the cost of the prizes. Radio is being used as a supplement to an extensive local newspaper advertising campaign. Agency is William Esty & Co., New York.

* * *

News—Know How

THREE-COLOR brochure, titled "News—Know How", tells how KLZ, Denver, newscasts are prepared. Illustrated with photographs of the news staff, mobile units and election coverage, the booklet has been mailed nation-wide to time-buyers, sponsors, agencies and clients.

Merchandising & Promotion

Know How—Life Format—Super Plugs
Rabbit Land—Educational Bid

Recipe Book

A WARTIME recipe book, prepared by General Foods Corp., New York, is being offered to listeners on several of the company's radio programs. The 40-page booklet, designed to help housewives make the most of foods easily obtainable at retail grocery stores, was compiled by G-F's consumer service.

* * *

Bless Her

WNAX, Sioux City-Yankton, recently released a green and brown color mailing piece relating success of women's participating program *Your Neighbor Lady*. Copy emphasizes radio selling as distinct from advertising, and represents Wynn Hubler, "'Your Neighbor Lady,' God Bless Her" in caricature.

WESX Uses Life Format

WITH a front page simulating cover of *Life* magzine, WESX, Marblehead, Mass., has issued a 12-page coated paper piece in two colors with pictures emphasizing station's artists, technical setup, services, etc. First inside right hand page explains that WESX attempts to keep its pledge at all times to "serve," the public, in this case, being the North Shore Broadcasting Company's area comprising 10 cities and 20 towns as listed. Map shows where 450,000 in primary area are located. "The best local station in the United States and we can prove it," says the brochure, which has been distributed to the trade.

Film Tie-up

IN A PROMOTION tie-up, RKO Radio Pictures Inc., is conducting a local talent search through the weekly 60-minute amateur program, *Opportunity Hour*, sponsored by Petrol Corp., Los Angeles, on KNX Hollywood. War Bond is given winning contestant each week by the petrol firm with a film contract to be awarded grand winner at end of each 13-week period. Search is designed to discover outstanding, talented youngsters under 17 years. RKO also spots featured stars on the program to publicize current film releases.

* * *

Educational Bid

WCCO, Minneapolis, makes a bid for interest of 5,000 Northwest school officials and presidents of important club groups, through a booklet exploiting educational stations. Idea is to set up proof of WCCO's service to the general public. Booklet is 5½ x 8½, two colors, with high caliber art work. Programs plugged in the booklet are local; an attached smaller piece lists CBS educational shows carried by WCCO. First right hand page is a quote from Lyman Bryson, CBS director of education. Foreword is by station manager, A. E. Joscelyn.

* * *

Rabbit Land

LISTENERS to *Do You Know the Answer?* on WOV, New York, have multiplied so rapidly since the program started several months ago, the station is publicising the fact with a pink folder titled "Take the Case of Rabbits!" Since the brochure was printed, Curtis Publishing Co., Philadelphia, has taken over sponsorship of the six-weekly series for the *Saturday Evening Post*, an insert states. Inside of the folder is a map of "WOV's Rabbitland" a picture of the 16 primary counties WOV covers.

* * *

Super Promotion

TO PROMOTE *Superman*, program now sponsored on the full MBS network by Kellogg Co., Battle Creek, Mich., both the advertiser and Superman Inc., copyright owner, are using the character's newspaper, magazine and motion picture tieups, a total of more than 4,000 Kellogg jobbers and 211 Mutual stations. The latter receive giant folders containing samples of the promotional material, including sample ads, suggested announcements and dealer tie-ups.

* * *

Flash Bulletin

BLUE SPOT SALES released on June 1 the first issue of a monthly "Flash Bulletin," to agencies. The contents include short items on WJZ, New York; WENR, Chicago; KGO, San Francisco; and the Pacific BLUE network, all represented by the spot sales department. Exceptional time periods available will be listed. Four-page bulletin, produced by photo offset process, will be edited by Murray B. Grabhorn, national spot sales manager.

RECORDINGS by the WOR Recording Studios of the recent speech before Philadelphia's Rotary Club by Miller McClintock, president of MBS [BROADCASTING, May 31], will be circulated throughout the country for use by local advertising clubs and similar organizations. He proposed advertising citations for war service.

PITTSFIELD

with a $10,000,000 resort business annually and a work-a-day side of 65 industries including the world's largest transformer plant

IS A PROSPEROUS PORTION*
of the 1½-Billion-Dollar Market put together by

THE POWER
THE PROGRAMS
THE POPULARITY

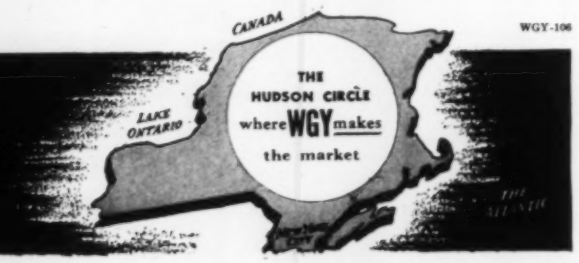
In the Hudson Circle, where the cities are scattered and the conductivity only fair, it takes power to put together a 1½-billion-dollar retail market. WGY—with the region's highest power (50,000 watts) and the lowest frequency (810 kilocycles)—is the only station that can do it.

Within a radius of 100 miles from Schenectady, there is only one outlet for NBC, the most popular network, and that is WGY. NBC's great shows, plus such topflight local programs as "Speaking of Books," the "Market Basket," and the "Farm Paper of the Air," give 'GY 3½ times as many listeners as the next nearest station.

WGY's first listeners heard it over crystal sets 21 years ago. Later they were the first listeners in the world to be served by a 50,000-watt station. Today, WGY is a regular listening habit in the 1,045,700 radio homes of the Hudson Circle.

**A market which includes such cities as Schenectady, Troy, Albany, Utica, Rome, Kingston, Elmira, Amsterdam, Binghamton, Burlington, Watertown.*

WGY-106



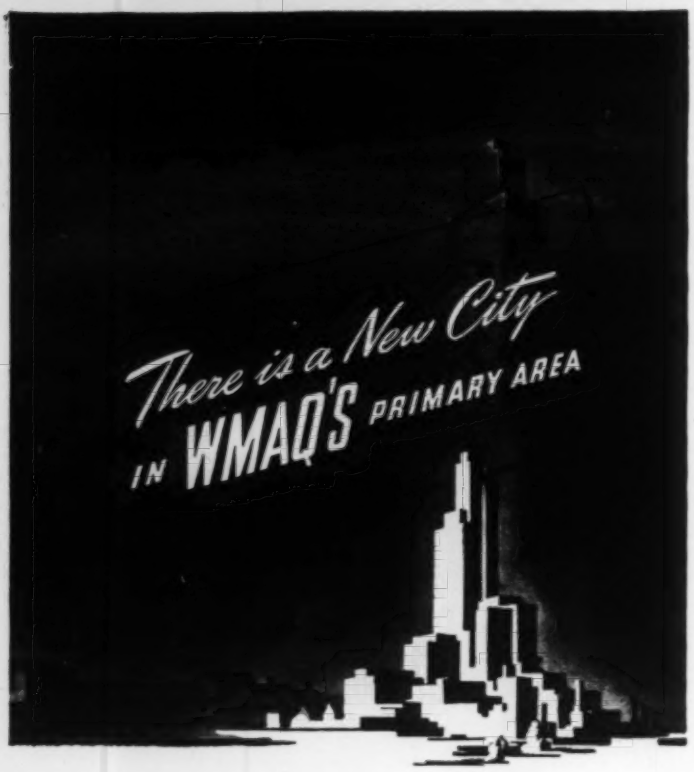
of GENERAL ELECTRIC'S **WGY**
SCHENECTADY, NEW YORK

WKBN, *Youngstown, Ohio, announces completion of its expansion program and immediate operation on 5000 watts day and night at 570 KC. WKBN is now one of the most powerful stations in Northeastern Ohio and Northwestern Pennsylvania — the only CBS station to serve all this important industrial area!*

PRIMARY COVERAGE

	Population
Day (.5mv)	3,735,146
Night (2.5mv, Directional)	984,488

WKBN, YOUNGSTOWN, OHIO · 5000 WATTS FULLTIME · 570 KC · REPRESENTED BY RAYMER



149,000 people—more than the population of the entire state of Nevada or Albany, New York—have moved into Cook and five adjoining counties since the last census was taken.

The attention of the 149,000 people—who inhabit this great invisible city—is presented as a bonus to the advertisers who place their campaigns on

WMAQ

The Chicago Station Most People Listen to Most!

50,000 Watts • 670 Kc.

Represented Nationally by the NBC Spot Offices

NEW YORK BOSTON CHICAGO WASHINGTON CLEVELAND
DENVER SAN FRANCISCO HOLLYWOOD

Obeying Highest Court, FCC to Rehear WCCO and WMT Interference Pleas

ACTING pursuant to the Supreme Court mandate in the NBC-KOA case, the FCC last Tuesday granted two pending applications for rehearing, to allow the parties in interest full participation rights, as required by the highest tribunal.

WCCO, Minneapolis, clear channel outlet, had petitioned for rehearing against the grant of a special service authorization to WNYC, New York, municipally-owned station, which in effect would give New York station full time and break down the clear channel. The Commission set aside the grant to the New York station and designated the application for hearing, with WCCO a party. Simultaneously, however, the Commission announced denial of the petition of the Clear Channel Broadcasting Service for rehearing and intervention directed against the WNYC grant.

KSJB Grant Revoked

In its second action stemming from the Supreme Court precedent, the FCC adopted orders granting the petition for rehearing by WMT, Cedar Rapids, Iowa, against the FCC action of April 14, 1942, granting without hearing the application of KSJB, Jamestown, N. D., for modification of license to change frequency from 1400 to 600 kc. and power from 250 watts day and night to 100 watts night, 250 watts day, full time.

The Commission set aside the grant to KSJB, of which John W. Boler is president, and designated the application for hearing upon specified issues, with WMT a party to the hearings. The Commission announced that on its own motion it had granted a special service authorization to KSJB to permit it to operate on 600 kc. with 100 watts night and 250 watts day "pending hearing and determination by the Commission on KSJB's application for modification of license."

New Hearing on KOA

The FCC May 26 ordered a new hearing on the applications of WHDH, Boston, and WJW, Akron, for authority to operate on the KOA clear channel of 850 kc., following the Supreme Court ruling in the KOA case. A preliminary conference between counsel and Commissioner C. J. Durr, who will preside at the hearing, is scheduled for June 9. Reports were current that NBC, having established the legal principle, might not be disposed to pursue a new hearing. If that ensues, presumably WHDH and WJW, now in the process of moving to Cleveland, would remain on the frequency without the necessity of hearing, operating with 1 kw. The Boston station already is a BLUE Network outlet and WJW is slated to join that network upon location near Cleveland about Aug. 1.

Store Symphony Series

SUMMER SERIES of weekly broadcasts by the Detroit Symphony Orchestra, conducted by Efrem Kurtz, will be sponsored by Sam's Cut Rate Inc., Detroit department store. Mr. Kurtz has been conductor-in-chief of the Ballet Russe of Monte Carlo, and last year conducted the Detroit Symphony in a series of post-season spring concerts. Edwin K. Wheeler, manager of WWJ, announced that the summer concerts, which began last Sunday, June 6, and will continue through September, will be broadcast Sundays 6 to 7 p.m. from the WWJ auditorium studio. Programs will promote various phases of the war effort and special speakers will be presented.

WINS Appoints Reiter

CECIL H. HACKETT, managing director of WINS, New York, announces appointment of Virgil Reiter & Co. as midwestern sales representative. Virgil Reiter is located at 400 N. Michigan Ave., Chicago, telephone Superior 5072. Reiter also represents WCAU, Philadelphia, and WIBX, Utica, N. Y.

Bitner Is Named Head Of WPB Printing Body

HARRY M. BITNER, publisher of Hearst's *Pittsburgh Sun-Telegraph* and part owner of WFBM, Indianapolis, has been appointed director of the WPB's Printing & Publishing Division, Donald D. Davis, WPB Vice-Chairman for Operations announced last week. Mr. Bitner succeeds William G. Chandler, who had been on leave as a member of the Advisory Board of Scripps-Howard newspapers.

Previously, Mr. Bitner had come to WPB in March as Deputy Director of the Printing & Publishing Division. In December, 1941, the FCC had approved a deal in which Mr. Bitner, then holder of controlling interest in WFBM, had sold 1,000 of his 1,822½ shares to members of his family. The *Pittsburgh Sun-Telegraph*, of which he is president and publisher, is owner of WCAE, that city.

TWIN FALLS COUNTY
68TH
IN THE
UNITED STATES
IN CASH FARM INCOME
•
KTFI
"PULSE OF THE
MAGIC VALLEY"

RADIO WAR-GRAM

PUBLISHED BY

Western Electric

IN RECOGNITION OF THE INDUSTRY'S CONTRIBUTIONS TO THE WAR EFFORT

WBAL SPOTLIGHTS EACH PHASE OF WAR EFFORT IN SERIES OF "DAYS"

Knowing that people in the Baltimore area were vitally interested in doing everything possible to cooperate with the war effort—and believing that they would be greatly helped by a full explanation of the parts they could play—**WBAL** last October launched a series of special "days."

Each "day" is devoted to one phase of the war effort, with from six to ten programs covering various angles of the subject. Included in the series have been

"Women at War Day"
"Navy Service Day"
"Army Service Day"
"Red Cross Day"
"Industries at War Day"
"Civilian Defense Day"
"Woman Power Day"
"WAAC Day"
"Farmers at War Day"

Practically all the programs presented on these "days" are especially prepared dramatizations, written in most cases by the **WBAL** staff, or by the Government Department affected. The programs are factual, helpful—designed to answer the questions in listeners' minds as to how they can best be of service.

With its many war plants, Baltimore is a critical labor area, where more and more women are needed to replace men called into service and to keep production mounting. On "Woman Power Day," **WBAL** programs covered Women in Ordnance, Women in Aircraft, Women in Men's Shoes, Women in Transportation, Women in Training, Women at War and Women in Communications.

Surely congratulations to **WBAL** are in order for this soundly planned series of contributions to the war effort!

• • •—

WCKY programs triple blood donations

A certificate of appreciation for "outstanding cooperation with the American Red Cross Blood Donor Service" has been presented to **WCKY**, Cincinnati. As a result of 18 weeks of "Let Freedom Ring" broadcasts from this station, Cincinnati blood donations were more than tripled—from 900 pints in the week of November 13th to 2801 pints in the week of March 20th. Here is a contribution which can be measured in terms of human life!

Can soldiers sell? Ask WALB!

Not long ago, soldiers from Turner Field joined forces with **WALB**, located in Albany, Georgia, to boost the sale of War Bonds on the station's weekly 45-minute program. In their second appearance, the soldiers hung up a new record, topping the old mark of $15,000 with a figure of $21,500.

• • •—

WNBT shows Wardens how to handle 'em!

The enemy's newest explosive types of incendiary bombs and the best means of extinguishing them, are shown in British-made films being televised by **WNBT** in its weekly Air Raid Warden's course.

What's NEW with YOU?

If your station has done a war job you are proud of, send your story to Radio War-Gram Editor, Western Electric Co., Room 928, 195 Broadway, New York, N. Y. If suitable, we will use it in one of this series of War-Grams.

WSB helps to get war workers

Down in Atlanta, **WSB** and the Office of Civilian Defense are putting on a 15 minute program, "I Want a War Job," which gives listeners much helpful information on war work. On the first day after the first show, the U. S. Employment Service recorded a 25% increase in applicants and the local Civil Service office reports an average increase of over 200 applicants per day.

• • •—

One of the great things of this war . . . RADAR

Perhaps you remember Western Electric's ad with this cat picture — which appeared in March 15th Broadcasting. It told you of "electrical cats" which enable our armed forces to pierce darkness, clouds and fog.

We can now tell you more. That equipment is RADAR, which unerringly spots unseen ships and planes—follows them—gives their distance, course and speed—enables our gunners to blast enemies they can't see! Bell Telephone Laboratories helped develop RADAR—and Western Electric is today one of the largest manufacturers.

Hit him again!

During the 2nd War Loan Campaign, over 800 stations promoted bonds. Here are just a few of the successful methods used.

In New York, **WEAF**, **WNEW** and **WAAT** broadcast the meeting that officially opened the drive. **WABC** aired interviews with people in many walks of life. **WOR** plugged bonds on every program for 26 hours. Listeners to **WQXR** heard talks by men who had seen action. On **WBNX**, seven major language groups got the drive under way.

In Philadelphia, **WIP** raised over $700,000 in one day. "Information Please," picked up from **WTIC**, Hartford, sold $203,467,150 in bonds as admission to the broadcast.

In Rochester, N. Y., **WHAM**, **WHEC** and **WSAY** put on a combined broadcast that sold $96,625 in bonds. In Rochester, Minn., **KROC** had relatives of service men read announcements they helped to write. **KXOK**, St. Louis, used transcribed interviews from military posts. **KOA**, Denver, broadcast from planes dropping bond literature. **WKY**, Oklahoma City, worked out an auction with a local store—selected articles going to the biggest bond buyers.

• • •—

Victory Guardin' Tips from WHEB

On the cover of the April Program Schedule of **WHEB**, Portsmouth, N. H., are the following good tips:

Guard against paying prices above legal ceilings.

Guard against gossiping detailed information about the armed forces.

Guard against waste — against buying more than you need.

Guard against hogging more than your fair share of unrationed foods, clothing and other necessities.

Guard against driving over 35 miles per hour—against squandering tires, oil, gasoline.

• • •—

Graybar (Western Electric Distributor in U. S. A.) stands ready to be of any possible service.

BALTIMORE - dive
AND THE FUTURE

The A. S. Abell Co.
Activated Alum Corp.
Adde, Inc.
Aetna Shirt Co.
Air Reduction Sales Co.
The Albrecht Co.
Alco Gravure
Allied Aviation Corp.
Allied Paper Bag Corp.
American Agricultural Ch. Co.
American Bank Stationery Co.
American Brake Shoe & Fdy. Co.
American Brewery, Inc.
American Can Co.
American Elec. Weld. Co., Inc.
American Ham. Piston Ring Div. Koppers Co.
American Ice Co.
American Oil Company
American Rad. & Stand San. Cp.
American Smelting & Ref. Co.
American Sugar Refining Co.
American Wiping Cloth Co.
American Zirconium Corp.
Ammidon & Company
Anchor Post Fence Co.
Arcrods Co.
Armour & Co.
Artistic Mills
The Arundel Corp.
Arundel-Brooks Concrete Corp.
Arundel Ice Cream Co., Inc.
Atlantic-Southw'st'rn Broom Co.
B. V. D. Co., Inc.
Bagby Co.
The Balmar Corp.
Baltimore Brass Co.
Baltimore Brick Co.
Baltimore Brushes, Inc.
Baltimore Cooperage T. & T. Co.
Baltimore Enamel & Novelty Co.
Baltimore & Ohio R. R. Co.
Baltimore Paint & Col. Wks. Inc.
Baltimore Paper Box Co.
Baltimore Pure Rye Distilling Co.
Baltimore Salesbook Company
Baltimore Shirt Co.
Baltimore Spring Bed Company
Baltimore Transit Co.
Bartgis Brothers Co.
Bartlett Hayward Div., Kop's Co.
Baugh & Sons Co.
Becker Pretzel Bakeries, Inc.
Bendix Radio D. of Bendix A. C.
Bethlehem-Fairfield Shipy'd Inc.
Bethlehem-Spar. Pt. Ship., Inc.
Bethlehem Steel Co., Ship. Div.
Bethlehem Steel Co., Spar. Pt.
Bettar Ice Cream Co.
Black & Decker Mfg. Co.
Bloede Co., Victor G.
Boston Iron & Metal Co.
Bozman & Bros., Inc.
Brandt Inc.
Brooklyn Cooperage Co.
The Brooklyne Chem. Wks., Inc.
Buck Glass Co.
Building Units, Inc.
Burroughs Bros. Mfg. Co.
C. & M. Hosiery Mills, Inc.
The Calvert Distilling Co.
Calvert Lamp Co.
Campbell Sons Corp.
Canton Railroad Co.
Carr-Lowrey Glass Co.
Cavalier Corp.
The Chemical & Pig. Co., Inc.
Chesapeake Mfg. Co., Inc.
Chesapeake Paper Board Co.
Chesapeake Shoe Mfg. Co.
Chev.-Bal. Div. of Gen. Mtrs. Cp.
Cinder Block Corp.
The City Baking Co.
Clement & Ball Shoe Mfg. Co.
Clifton Conduit Co.
Coca-Cola Co.
Coca-Cola Bottling Co. of Balto.
Columbia Specialty Co.
Commercial Bag Mfg. Co.
Comfy Mfg. Co.
Commercial Envelope Co., Inc.
Consolidated Gas, El. L. & P. Co.
Container Corp. of America
Continental Can Co., Inc.
Continental Oil Co.
Continental Roofing Mills
Cooperative Mills, Inc.
Corkran Hill & Co., Inc.
The Crosse & Blackwell Co.
Crown Cork & Seal Co., Inc.
C. R. Daniels, Inc.
The H. B. Davis Co.
Davis & Hamphill
Davison Chemical Corp.
Dell & Co., Inc.
Dickey & Sons, Inc.
Dietrich Bros.
Dixie Mfg. Co., Inc.
The Dixon Bartlett Co.
J. F. W. Dorman Co.
Doughnut Corp. of America
H. D. Dreyer & Co., Inc.
E. I. du Pont de Nemours & Co.
Eastern Aircraft, Inc.
Eastern Box Co.
Eastern Rolling Mill Co.
Eastern Venetian Blind Co.
Ellicott Machine Corp.
Emerson Drug Co.
The Falconer Co.
Fashion Millinery Co.
Federal Tin Company, Inc.
Federal Yeast Corp.
J. H. Filbert, Inc.
Fleet-McGinley, Inc.
Flynn & Emrich Co.
D. E. Foote & Co., Inc.
Foster Bros. Mfg. Co.
The Gibson & Kirk Co.
Globe Brewing Co.
Albert F. Goetze, Inc.
Gordon-Lavin Pap. Box C
L. Gordon & Son
The Gosman Co.
Grafflin Bag Co., Inc.
Wm. Grecht Co.
L. Greif & Bro., Inc.
Griffith & Boyd Co.
Gross Candle Co., Inc.
Gunther Brewing Co., In
Hand Printers, Inc.
Hanline Bros.

There are hundreds of diffe in Baltimore - - including many who manufacture everythi om hats to pharmaceuticals, pla an listed operate some of the e in sified plants.

Maintenance of this establis nd diversification will enable im adapt itself promptly to the pro and processes of Americ ost economy.

George Franke Sons Co.
Frankfort Distilleries Co., Inc.
Free State Brewery Corp.
French-Bray Printing Co., Inc.
Julien P. Friez & Sons
Fuld Bros.
Gamse Lithographing Co., Inc.
F. X. Ganter Co.
General Baking Co.
General Beverage Co.
General Chemical Co.
General Refractories Co.
Gibbs & Co., Inc.
Hanover Shirt Co., Inc.
Hauswald Bakery
Hearst Con. Publications
R. C. Heller Co., Inc.
Helwig & Leitch, Inc.
Hendler Creamery Co.
Hinde & Dauch Paper C
A. Hoen & Co., Inc.
C. Hofberger Co.
Holland Mfg. Co.
The Holtite Mfg. C., In
F. X. Hooper Co., Inc.
Wm. E. Hooper & Sons

XUM

...sification insures progress

...bbert & Son, Inc.
... Westcott & Dunn'g, Inc.
...nal Bedding Co.
...nal Products Co.
...es & Co.
...s., Inc.
... Cream Products Corp.
...n Co.
...Inc.
...M. Kemp Mfg. Co.
... Corp.
...O. Kenny Co.
...illian Co.
...Tyler Co.

Lord-Mott Co.
Lyon, Conklin & Co., Inc.
Mangels, Herold Co.
Marlboro Shirt Co., Inc.
The Glenn L. Martin Co.
Maryland Baking Co.
Maryland Biscuit Co.
Maryland Bolt & Nut Co.
Maryland Car Wheel Co.
Maryland Color Printing Co.
The Maryland Drydock Co.
Maryland Glass Corp.
Maryland Match Co.
Maryland Metal Building Co.

...iffe industrial classifications in
...am...ionally known companies
...thin...om ships, soap and straw
...pla...and planes. The companies
...he ...important of these diver-

...blis...ndustrial
...ble ...more to
...he ...products
...ric...ost-war

(...me of a Series)

WBAL
50000 WATTS
BALTIMORE
ONE OF AMERICA'S GREAT RADIO STATIONS

Represented Nationally by
EDWARD PETRY & CO., Inc.

...Kirk & Son, Inc.
...Knapp & Sons
...s. Co., Inc.
...ter Bakery Co.
... Co., Inc.
... & Son, Inc.
... Bro., Inc.
...thers
...hers Co.
...ad Co., Inc.
... Co., Inc.
...ulator Corp.
...more Press

Maryland Paper Box Co.
Maryland Paper Products Co.
Md. & Penna. R. R. Co.
Maryland Sanitary Mfg. Corp.
Maryland Steel Products Co.
May Oil Burner Corp.
McCambridge & McCambr'e Co.
McCormick & Co., Inc.
H. J. McGrath Co.
Men's Hats, Inc.
Mexican Petroleum Corp.
The Alexander Milburn Co.
Miller Metal Products Co., Inc.

Modern Mfg. Co.
The Monitor Controller Co.
Morris & Co., Inc.
Mt. Vernon-Woodb'y. Mills, Inc.
Mutual Chem. Co. of America
National Biscuit Co.
National Brewing Co.
National Can Co., Inc.
National Can Retinning Co.
National Casket Co., Inc.
National Color Printing Co., Inc.
National Distillers Products Crp.
Natl. Enamel. & Stamp. Co., Inc.
National Lead Co.
National Plastic Products Co.
National Sash Weight Corp.
Nelson Company
The Novelty Steam B'ler W. Co.
Noxzema Chemical Co.
Oles Envelope Corp.
Owens-Illinois Can Co.
Owens Yacht Co.
Parker Metal Decorating Co.
Paturzo Bros. & Son, Inc.
Pennsylvania Railroad Co.
Philadelphia Quartz Co.
Phillips Bros., Inc.
The C. M. Pitt & Sons Co.
Pittsburgh Plate Glass Co.
Polan Katz & Co.
Pompeian Olive Oil Corp.
Porcelain Enamel & Mfg. Co.
Potomac Poultry Food Co.
Potthast Bros., Inc.
The Procter & Gamble Mfg. Co.
Puritan Compressed Gas Corp.
Raleigh Manufacturers, Inc.
Reid-Avery Co.
Renneburg & Sons Co.
Resinol Chemical Co.
Revere Copper & Brass, Inc.
Rheem Manufacturing Co.
Roberts Bros., Inc.
W. H. Roberts & Co.
S. Rosenbloom, Inc.
Rustless Iron & Steel Corp.
Rutledge Mfg. Corp.
S. Schapiro & Sons, Inc.
The Frank G. Schenuit Rub. Co.
Schindlers Peanut Products, Inc
Schloss Brothers & Co., Inc.
The Schluderberg-Kurdle Co.
Schmidt Baking Co., Inc.
Schneidereith & Sons
J. Schoeneman, Inc.
The Schofield Co.

A. Schreter & Sons Co., Inc.
I. Sekine Co., Inc.
Shell Oil Co., Inc.
Sherwood Brothers, Inc.
S'gel Rothschild-Gans Bros., Inc.
The Simpson & Doeller Co.
The Sinclair-Scott Co.
The Slaysman Co.
J. E. Smith Co.
Solarine Co.
Southern Envelope Co., Inc.
Southern Packing Co., Inc.
Dan A. Sprosty Bag Co.
The Stadium Mfg. Co., Inc.
Stand. Cap & Molding Co., Inc.
Standard Gas Equipment Corp.
Standard Metal Refininig Co.
Standard Oil Co. of N. J.
The Standard Overall Co.
Standard Pharmaceutical Corp.
Standard W. Phos. & Acid Wks.
The Stieff Co.
Chas. M. Stieff
Straus, Royer & Strass, Inc.
Strouse-Baer C.
Suburban Cl. Carbonated B. Co.
Swift & Co.
Swindell Bros., Inc.
Arthur Thompson & Co.
Thomsen-Ellis-Hutton Co.
The Torsch Canning Co.
J. A. Tumbler Laboratories
Union Brothers
U. S. Industrial Chemicals, Inc.
U. S. Printing & Lithograph. Co.
Universal Machine Co.
Virginia-Carolina Chem. Corp.
Voneiff-Drayer Co.
Walton & So., Inc.
Ward Baking Co.
Waverly Press, Inc.
The H. C. Weiskittel & Co., Inc.
Western Electric Co., Inc.
Western Maryland Dairy Corp.
Western Maryland Railway Co.
Westinghouse Elec. & Mfg. Co.
Westport Paving Brick Co.
The White Co.
The F. L. Wight Distilling Co.
Williamson Veneer Co.
Winchester & Woods
Worcester Wire Novelty Co.
Yale Underwear Co.
Young Aniline Works, Inc.
The J. S. Young Co.
Young & Selden Company
William F. Zeller Co., Inc.

BROADCASTING and Broadcast Advertising

MARTIN CODEL, Publisher
SOL TAISHOFF, Editor

Published Weekly by
BROADCASTING PUBLICATIONS, Inc.

Executive, Editorial And Advertising Offices
National Press Bldg. • Washington, D. C.
Telephone—MEtropolitan 1022

NORMAN R. GOLDMAN, Business Manager • BERNARD PLATT, Circulation Manager
J. FRANK BEATTY, Managing Editor

NEW YORK OFFICE: 250 Park Ave., Telephone - PLaza 5-8355
BRUCE ROBERTSON, Associate Editor • MAURY LONG, Advertising Manager
CHICAGO OFFICE: 360 N. Michigan Ave., Telephone - CEntral 4115 • S. J. PAUL
HOLLYWOOD OFFICE: 1509 N. Vine Street, Telephone - GLadstone 7353 • DAVID H. GLICKMAN
WEST COAST ADVERTISING REPRESENTATIVES: DUNCAN A. SCOTT & CO.
San Francisco, Mills Building • Los Angeles, Western Pacific Building
HENRY S. LIEBSCHUTZ, Art Director
Subscription Price: $5.00 per year—15c a copy • Copyright, 1943, by Broadcasting Publications, Inc.

Radar's Legacy

SINCE the military high command drew back the curtain on April 23 and revealed the magic of radar, hundreds of thousands of words have been printed about this "secret weapon" of World War II. Almost every day now achievements are credited to this offshoot of the vacuum tube using the ultra-highs and which, by means of boomeranging radio beams, detects distant enemy ships and planes and makes possible point-blank firing irrespective of weather, season or hour.

What will radar mean in the post-war era? That question, in the craft, is practically automatic. It will give to aviation an almost unbelievable safety-factor, with all-weather flying a certainty. Ships on the high seas can forget about fog, icebergs or other obstructions. Railroads may find in it a substitute for their complicated semaphore and signaling systems.

Those are the certain safety-of-life factors. There will be others, when the whole story of radar is unfolded after victory is won.

In the radio broadcasting and communications pursuits there are other advantages which are self-evident, though not in their provision of any new all-inclusive broadcast service. Radar utilizes the ultra-highs. That is the area of the spectrum in which such services as television, FM and facsimile will find their haven.

The amount of money spent in radar production since 1940 is measured not in millions, but billions. For the 1943-44 fiscal year, some $6,000,000,000 is sought for Army and Navy electronics and radio equipment—much of it for radar. High power is being used in the ultra-highs for this transmission, overcoming many of the developmental and operating difficulties that would have confronted private industry if it would have undertaken this work in normal times.

Inevitably the bi-products of radar development of the last few years will be of incalculable value to television and FM and other services. The plant capacity for production of tubes, increased many hundred-fold since Pearl Harbor, will establish a made-to-order production line for these new public radio services. The same goes for receiver and transmitter production. Experienced manpower, fresh from military service, will be available in abundance for this highly specialized work.

Engineers know that one of the biggest problems in connection with use of the ultra-highs has been the development of tubes and transmitters using power of sufficient strength to overcome distance. The war and radar brought together the combined knowledge and brains of the best scientists and physicists of the nation—from all laboratories and plants, from Government and private life. They have worked together as a team to attain the phenomenal results that combine to make the American type of radar.

In normal times it probably would take from 25 to 50 years to accomplish the results achieved in the last two or three years through the Army-Navy coordination that has brought radar. Because of patent secrecy and the competitive picture, private laboratories obviously would have moved cautiously. All these brains were pooled under the stress of war conditions and military needs.

All this tremendous impetus given the ultra-highs by virtue of radar's development will accrue to the benefit of these public uses in the happier days ahead, after the enemy is crushed. And radar, thanks to American engineering genius, is getting in some heavy licks on that road to "unconditional surrender."

Usurping Congress

UNLESS we miss our guess, the Supreme Court opinion in the network cases, coupled with the all-out administration attack on newspapers, will become a dominant political issue in the campaign coming up. It isn't what the opinion does to radio or to contractual relations between network and affiliates. That's simply an isolated aspect. It's the broad regulatory pattern which the Supreme Court has cut, using the network cases as the vehicle. It's the question of whether the Administration is reaching out to control the media of expression, in contravention of the Constitutional guarantees.

The court, in the now famous Frankfurter opinion, usurped the power of Congress. It didn't interpret the Communications Act—it wrote new law. The Act, for example, states specifically that the FCC shall have no power to censor programs. But the Court majority said that the Commission is not simply a "traffic officer," but that Congress put upon it the burden "of determining the composition of that traffic."

Radio's only traffic commodity is the program. The FCC, thereby, as lawyers familiar with radio jurisprudence see it, is authorized by the highest tribunal to regulate programs.

That is only one of the broad new regulatory powers conferred upon the FCC. It is symptomatic of the kind of power that may be vested in other governmental agencies by Court decree or "judicial legislation." The newspapers definitely are in line for regulation of this character. The Associated Press case follows this pattern. The question of newspaper ownership of stations is inextricably interwoven in the Frankfurter opinion. Multiple ownership of stations is decided by something more than mere inference.

The Court appears to give the FCC the precise formula it may use in wielding these extraordinary powers. Newspaper ownership or multiple ownership, or regimentation of the marvellous new public services destined to blossom after the war—television and FM—could be accomplished by adopting the language of the Frankfurter formula. Evidently all the FCC has to say, is that its policy rulings will, in the public interest, effectuate a "larger and more effective use of radio". The opinion skillfully tied together the ambiguous public interest clause with the wholly remote technical clause relating to experimentation. That's something for anyone having any stake at all in radio and its future to ponder.

Government attorneys may argue that these are rash and irresponsible deductions—that they constitute "dicta." But seasoned observers and those in high political office don't see it that way. That's why, we predict, much more will be heard in the halls of Congress and in the political campaign, about the Frankfurter opinion, the FCC's grab for power, and the "death knell" of the Constitutionally guaranteed freedoms.

What can be done? Congress, despite its lethargy on some legislative matters (and radio has been a step-child for about 16 years) is not prone to let usurpation of its powers go unchallenged. It hasn't permitted even the executive branch to take over its legislative functions. It wouldn't be disposed, we assume, to permit the courts to go afield.

Through some sort of legislative expression Congress should, forthwith, say that it never intended that the FCC should "control the traffic" in broadcasting. This might be done by a "sense of the Senate" resolution, or by a special enactment, lest the courts spread the Frankfurter philosophy to cover all administrative agencies and all media of expression.

At the moment, radio alone is in the switches. Tomorrow it may be the press. Radio must carry the ball initially at the hearings coming up on the White-Wheeler Bill. It may be unfortunte that a radio case is destined to become the vehicle for a knock-down political fight. That isn't of radio's choosing. The fact that the FCC hasn't yet invoked the broad authorities conferred upon it by the Frankfurter opinion doesn't mean that it won't. Meanwhile, it provides the FCC's power-grabbing majority with an unusually potent bludgeon to keep the boys—networks and stations alike—in line.

It's up to Congress to retrieve its authority—now lost under the Frankfurter opinion. And it's up to all those who believe in the freedoms to see that Congress *understands* the issue.

We Pay Our Respects To —

JAMES FREDERIC HOPKINS

OVER A COKE in a drug-store, James Frederic Hopkins, Ypsilanti, Mich., appliance business operator, met by chance the lawyer for the deceased owner of WJBK. A few weeks later, in the summer of 1930, Mr. Hopkins was enroute to Detroit, a 50-watt share-time radio station in the back seat of his car. On the front seat next to him was a metropolitan paper that went to some pains to point out that there was no clamorous demand for another radio station in the city.

Freddy Hopkins would be the last to question the truth of that statement. When he set up operations, using records exclusively and limiting commercials, he received some nice fan letters—but found time hard to sell.

The success of WJBK came later, when the station casually discovered that Detroit's foreign language population offered a fertile field for specialized programming. WJBK is now the big name in Detroit's foreign language radio. The station has sold nearly $1,000,000 worth of War Bonds to a foreign language population which had been described in a national magazine as "apathetic toward the war".

Freddy Hopkins is a native of Ypsilanti, born March 2, 1902. At 16 he left Ypsilanti high school to enlist in the Marines, where he was motorcycle orderly to the late Gen. Smedley D. Butler. In France, he was stricken with meningitis, recovering only after a long siege in hospitals abroad and home. After the war he finished high school and entered the U. of Michigan.

During his third year at the university, Freddy left school to buy a radio and appliance business. He was engaged in this when that accidental meeting over a coke brought him the 50-watt station, and a construction permit.

His first radio operations were at Ypsilanti, but in a matter of weeks he learned that the city was too small for its own station and too near Detroit to compete with the city stations. Seeking new capital to set up in the great motor city, he found two backers. One of them, Richard Connell, remains a partner in James F. Hopkins Inc., today—enterprises including two small war plants and the Michigan Music Co., distributors of Muzak.

In those early touch-and-go days, WJBK reflected Freddy's interest in sports. At one stage he planned to make it the outstanding local sports station, broadcasting Red Wing hockey games, professional and college football, and baseball.

But the telegraphic reconstruction idea caught on so well that more powerful stations, finding that important money was involved, outbid WJBK for the rights and network advertisers took over the play-by-play accounts by sheer weight of financial resources.

While this was going on, a free-lance salesman dropped in one day with an offer involving programs beamed at Detroit's Polish audience. The management accepted it reluctantly, even snootily. But the audience response was amazing and today WJBK has programs in 14 foreign tongues, its Polish programs alone using 50 persons and averaging four hours daily. The station operates around the clock with 250 watts.

WJBK's big war job is bringing Government messages to the foreign language group. Its foreign language program director, Stanley Altschuler, devotes full time to selling bonds, and the station has sponsored rallies, auctions and special drives.

In addition to his work at WJBK, Freddy Hopkins is vice-president of the Committee for Wartime Foreign Language Broadcast Control.

Shopwork is one of his hobbies. Others are hunting, fishing and raising flowers. He married Ruth Luscombe of Ypsilanti in 1922, and has two sons, Robert and Wallace.

Personal NOTES

EARL H. GAMMONS, CBS Washington director, left Washington May 30 for Cresco, Ia., where his father, Rev. John Gammons, was suddenly stricken ill. Last reports were that the elder Gammons was recovering.

GENE KRAEMER, former eastern advertising manager of *Scientific American Magazine*, has joined the sales division of the New York office of Joseph Hershey McGillvra Inc., New York.

CLAIR CHAMBERS, commercial manager of CKCW, Moncton, N. B., has joined CKSO, Sudbury, Ont., as manager, succeeding J. Woodill, who is in charge of the CKSO-*Sudbury Star* sales office at Toronto.

JOHN E. FLATLEY, former advertising manager of the Mission Orange Bottling Co., Chicago, has joined the Chicago sales staff of Weed & Co., station representative. Mr. Flatley was at one time with the advertising department of the Chicago *Tribune*.

W. M. ANGLE, president of Stromberg-Carlson Co. participated in a panel discussion at the National Assn. of Manufacturers conference on public relations in Cleveland, June 4.

BOB BOWLES has joined WGKV, Charleston, W. Va., as salesman.

BOB GARDINER, former manager of a Cedar Rapids collection agency, has joined WMT Cedar Rapids, as radio advertising account executive.

LYNN L. MEYER, account executive with D. S. Manson & Assoc., Minneapolis, has been named sales director of the Inter-Mountain Network, including KLO, Salt Lake City, Ogden, KOVO, Provo and KEUB, Price.

GERALD PATTERSON has been elected by the Board of Directors as assistant treasurer of the Iowa Broadcasting Co., operating KSO-KRNT, Des Moines, and WMT, Cedar Rapids. He has been with the firm since January, 1940.

BILL LOVE, formerly of CFCN, Calgary, Alb., and son of H. G. Love, president and managing director of the station, was recently graduated as a second lieutenant in the Canadian Artillery. Both sons of the owner of CFCN are now officers in the Artillery, Lieut. James Love having graduated from Gordon Head some time ago.

M. J. HUMPHREYS, commercial director of CFCF, Montreal, has been transferred to the Canadian Marconi Co.'s expediting department on war production. He is replaced by Perley E. Hiltz, former night supervisor of CFCF, who has been with the station since 1931.

MARK FINLEY, on leave as publicity director of Don Lee Broadcasting System, Hollywood, as intelligence officer with the Army in Ireland, has been promoted to captain of infantry.

SUB-LT. KENNETH LEIGHSMITH, Royal Canadian Navy, son of Ernie Smith, sales promotion director of CFCF, Montreal, has been graduated from McGill U. with the highest standing in electrical engineering. He has been awarded the British Assn. gold medal and first prize awarded by Montreal Light, Heat & Power Co.

Sylvester Q. Cannon

SYLVESTER Quayle Cannon, a member of the Latter-Day Saints Church Council of Twelve Apostles, and president of the Radio Service Corporation of America, operators of KSL, Salt Lake City, died last week at 77. Mr. Cannon has been presiding Bishop of the Latter-Day Saints from 1925-38, directing the financial affairs of the Mormon Church, and supervising 1,000 Bishops and 9,000 members of the Aaronic priesthood. His other activities included: president of the Deseret News Publishing Co.; engineering (City Engineer, Salt Lake City, 1913-25), and business. He was married in 1904, leaves a widow and seven children.

LT. COL. FRANK JENNINGS has been appointed director of public relations for the Canadian Army, it was announced by Hon. J. L. Ralston, Minister of National Defense at Ottawa. Jennings succeeds G. H. Sallans, who resigned to return to his post as general manager of British United Press, Montreal. Lt. Col. Jennings comes from St. John, N. B., where he was editor-in-chief of the *Telegraph-Journal* and *Evening Times-Globe*, affiliated with CHSJ, St. John.

LEONARD ERIKSON, new general sales manager of CBS, has returned to New York after West Coast conferences.

WENDELL ELLIOTT, staff member of KSAL, Salina, Kans., has been elected a city commissioner.

HAROLD DAVIS has been promoted to national sales representative of WCAU, Philadelphia, taking charge of the station's New York office. He succeeds Bob Street, resigned. Mr. Davis joined the announcing staff of WCAU last month. He had been with WDAS, Philadelphia, since the early days of radio as program director.

WILLIAM A. EVANS, sales manager of KGB, San Diego, has been elected president of the San Diego Advertising Club.

JOHN K. PAVLIS, account executive of WMT, Cedar Rapids, Ia., slated to become an ensign in the Naval Reserve, is to report June 1, at Cornell U. Bob P. Roberts, also an account executive, and now an ensign in the Naval Reserve, reported late in April to Fort Schuyler, N. Y.

MAURICE C. COLEMAN has left his post as commercial manager of WAGA, Atlanta.

Sarnoff on Symposium

DAVID SARNOFF, president of RCA, will take part in a symposium on "Science and the Future", in the second of NBC's post-war planning series, *For This We Fight*, on June 12. Broadcast will feature a discussion of future developments in the field of electronics, and other technological subjects, with Waldemar B. Kaempffert, science editor of the *N. Y. Times*, as moderator. Isaiah Bowman, president of Johns Hopkins U., will complete the panel. Series started June 5 [BROADCASTING, May 31].

Miller Named Trustee

NEVILLE MILLER, president of the NAB, was elected alumni trustee-at-large of Princeton U. at the recent annual meeting of the National Alumni Assn. Mr. Miller, before joining the NAB in 1938, was assistant to Harold W. Dodds, Princeton president, and business manager of the university.

Farmers Buy in Nearest Small Town

IN THE No. 1 Farm Market, small-town merchants do 61.5% of the retail business, according to Dr. Wendell R. Smith, U. of Iowa. First in total volume are retailers with annual sales of $10,000-$19,000, most of whom are in towns under 5,000 population, where farmers prefer to trade.

According to Dr. Smith, trading centers of the area may be divided into three types:

1. *Villages and small towns*, isolated about every 7 miles, supply convenience goods and services to adjoining territory.

2. *Larger towns, or county-seat towns*, found about every 25 miles, supply convenience goods and specialized services to larger trading areas.

3. *Small and medium-size cities*, on major transportation lines, rank higher in specialized services and shopping goods sales.

The No. 1 Farm Market, concludes Dr. Smith, is the complete reverse of the national pattern, since cities of 100,000 or more population account for only 10.6% of total retail sales.

Obviously, to influence sales in such a market, radio advertisers need a station programmed for that market alone. KMA is the only station devoting 70% of its time to the specific needs of the 3 million people in its 151 primary counties.

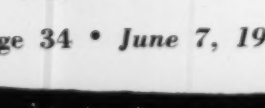
If you'd like to know what that means in results for advertisers, write for your copy of our latest Market Data Brochure.

KMA

Blue Network

The No. 1 Farm Station in the No. 1 Farm Market

151 COUNTIES AROUND SHENANDOAH, IA.



BEHIND the MIKE

ISABEL GOLDTHWAITE, formerly an assistant information analyst for the Office of Price Administration, has joined CBS as an assistant in the research department under the direction of John K. Churchill. Miss Goldthwaite at one time was director of promotion and research at KSFO, San Francisco.

FRANK COFFIN, on the KGW-KEX, Portland, Ore., announcing staff since February, when he came from KXRO, Aberdeen, Wash., has been appointed chief announcer. Price Burlingame, who worked at KGW-KEX before becoming a teacher at a Bend, Ore., high school, replaces Mr. Coffin on the staff.

TOM SHANAHAN, announcer at WEMP, Milwaukee, before joining the Army, is now in the anti-aircraft artillery school at Camp Stewart, Ga.

SAMMY TAYLOR, announcer, and Gordon Bambrick, production director of KGW-KEX, Portland, Ore., are fathers of boys born within three days of each other.

MRS. RUTH F. CRANE, director of women's programs on WJR, Detroit, has been appointed to the advisory committee for WAAC recruiting in Michigan, by Maj. J. Bell Moran, director of WAAC recruiting in the area.

FRANK HOLLOWAY has joined WWL, New Orleans as announcer. He was at one time night manager of KXYZ, Houston, and has served with WMC, Memphis, and KWKH, Shreveport. He will be known as Jim Barry, to avoid confusion with announcers having names similar to his.

RUDY VALLEE, NBC star now a chief petty officer of the Coast Guard, has received a commission as lieutenant.

MRS. VELVA HAYDEN, from CKMO, Vancouver, has joined the staff of CJOR, Vancouver.

BILL HAMPTON, Hollywood writer of CBS on the weekly *Screen Guild Players*, has been inducted into the Army.

EDDIE FELBIN, freelance who conducts a number of commercial programs on Philadelphia stations, also known as Eddie First and Eddie Hovle on many programs, becomes a private in the Army Signal Corps May 31.

CLAIRE McMULLEN has taken leave of absence from the promotion staff of WFIL, Philadelphia, to attend the classes of the Summer Radio Workshop at New York U., New York. She will return to the station at the expiration of the summer course.

HENRY COOK, former announcer of NBC, Chicago, became second lieutenant in the Army Air Forces at Pampa, Tex., May 25.

HERB SHRINER, comedian featured on the weekly CBS *Camel Comedy Caravan*, sponsored by R. J. Reynolds Tobacco Co. (Camel cigarettes), has been inducted into the Army.

VINCENT ALEXANDER, announcer of KGER, Long Beach, Cal., is the father of a boy born on May 20.

ESTHER VAN WAGONER TUFTY, woman correspondent whose *Headlines From Washington* is heard over the Atlantic Coast Network from WWDC, Washington, 12:45-1 p.m. Monday through Saturday is taking a two-month vacation.

WILLIAM KIRSCHKE and Sanford Schlesinger, have joined KSO-KRNT, Des Moines, continuity and announcing staffs respectively. Kirschke replaces Jim Kelehen who is with the Army Air Forces. Meredith Case of the *Des Moines Register* has joined the news staff. Dan Lawrence, announcer is engaged to Helen Richardson, wedding planned this month.

WILLIAM P. DUNLAVY, one-time staff organist of KFWB, Hollywood, is now a sergeant with the headquarters detachment of the Army Transportation Corps, Los Angeles Port of Embarkation.

TOD RUSSELL, announcer and m.c. of CFRB, Toronto, is seriously ill in the hospital with a spinal abscess.

BILL MARTELL, formerly of KYA and KSAN, San Francisco, has joined the announcing staff of KFRC, San Francisco.

FRANK ALLEN, formerly of KVOR Colorado Springs, has joined the announcing staff of KLZ, Denver.

EARL McGILL, CBS producer-director, has been named producer of the CBS-BBC international exchange series *Transatlantic Call: People to People*, replacing Norman Corwin, who is still on the West Coast recuperating from an illness. The program has been extended through the summer, and is now heard Sunday at 12:30-1 p.m.

ISABEL TUOMEY has resigned from NBC's script division to join the Red Cross as staff assistant at one of the overseas clubs. She starts her training in Washington June 14.

LEO A. KEMPINSKI, composer, conductor and pianist, has joined NBC as a staff composer.

MIMS BOSWELL of Kosciusko, Miss., replaces Lawrence Watson as announcer at WCBI, Columbus, Miss. Watson enters the Navy. Mill McHan, chief announcer, has taken charge of the program and promotion depts., handling network traffic, announcing and libraries.

OLLIE REIHL has joined the production staff of WCAE, Pittsburgh. Bob Nellis, announcer, has enlisted with the Marines.

ROSEMARY STANGER is to be the first woman announcer at WOWO-WGL, Fort Wayne. Carolyn Reed, of Depauw U., takes her place as program supervisor of W49FW, Fort Wayne.

KEITH HIGGINS, war program director of KFI-KECA, Los Angeles, has joined the Navy and reports to Camp Farragut, Ida.

LEE VINES, CBS announcer, has been assigned to the New York Philharmonic Symphony broadcasts, sponsored by U. S. Rubber Co.

EDDIE FIRESTONE Jr., who has portrayed Joey Brewster on the CBS *That Brewster Boy*, will be inducted into the Marines July 1. His last broadcast is June 11. He will receive preliminary training at San Diego and then be sent to Quantico, Va., for officers training. Arnold Stang, 19-year-old New York actor, takes the role.

JACK CAHILL, former producer of WBBM, Chicago, at present with the Army in Palestine, is now producer of *American Forces Broadcast*.

JIM BARRY, announcer of WWL, New Orleans, is the father of a girl.

BILL JEFFERY of WOL, Washington, is the father of a girl.

H. L. FISHEL, former assistant director of plays for the Federal Theatre, has joined WNYC, New York's municipal station, as program director. He did publicity for the World's Fair Corp., New York, in 1940.

BILL CAMP, freelance announcer, has joined the staff of KGER, Long Beach, Cal.

Service Award

CERTIFICATES for service were awarded WCPO-RKO Minute Maids in Cincinnati recently, each of whom had served 36 hours selling War Stamps and Bonds in local theaters and booths. Awards were given at a banquet, with the ceremony broadcast by transcription on the regular WCPO *Minute Maid* program the following evening.

CLARENCE WORDEN, for the last four years with the CBS press information department, on May 27 was commissioned a Major in the U. S. Army, and reports to Washington June 8 as public relations officer for the Surgeon General's Office. Prior to joining CBS, Major Worden was reporter, advertising account executive and assistant to the general manager of the *N. Y. Daily News*.

IRVING BORDERS, promotion copy writer of CBS, Hollywood, has been elected 1st vice-president of Los Angeles Advertising Club. Robert L. Philippi, director of public relations of Union Oil Co., Los Angeles, was elected 2d vice-president.

DICK JOY, CBS Hollywood, newscaster, is assigned as announcer-narrator on *Downbeat*, transcribed musical show produced by the War Department for the AEF.

FRANCES TROY NORTHCROSS, home economics columnist of the Washington *Times-Herald*, has left WOL, Washington, to appear on a half-hour show, Monday through Saturday mornings at 9:30, on WINX, Washington.

JOHN BARTLETT, announcer of WTOP, Washington, is to marry Jeanette Murphy of the auditing department of WINX, Washington, on June 19.

P. E. BROWN, former superintendent of maintenance of WCCO, Minneapolis, has been named office manager, replacing Emmett J. Heerdt Jr., who has joined New York Radio Sales. John Raleigh, news analyst and former CBS foreign correspondent, has been initiated into the Sigma Delta Chi honorary journalistic fraternity as a professional member.

WILLIAM GIRALDIN, formerly associated with Marwick, Mitchell & Co., Los Angeles, public accounting firm, has joined cost accounting department of Universal Microphone Co., Inglewood, Cal.

(Continued on page 36)

WDRC

CONNECTICUT'S PIONEER BROADCASTER

Which "Hartford" Are You Selling?

The Hartford Trading Area's 1942 Retail Sales were $475,739,000 (SM's est.). Of this total, the city of Hartford only had $185,500,000. Moral: reach the entire trading area by using WDRC. Basic CBS for Connecticut.

CBS

"TODAY, IN BUSINESS AS IN LIVING, THE ESSENTIAL THINGS COME FIRST!"

Bread... and the Philadelphia Market

A loaf of bread? . . . the Liberty Bell? . . . the Philadelphia Market? . . . What have they to do with each other? Simply this...

The people of America know that bread is essential . . . Without it the Nation's dinner pail could be as bare as Mother Hubbard's legendary cupboard!

And the business men of America know equally well that advertising is essential . . . that advertising in *the right markets* is *doubly essential*—particularly now—or back they could go to the days of cracker barrels and oil lamps!

Philadelphia is one of those right markets . . . and KYW the *essential* station . . . because KYW, like scrapple, is to the Philadelphian's taste . . . its directed coverage saturates the market from the Appalachians to the sea. As one of the fastest growing victory centers in America, with an 80% increase in effective buying income in three years and a 21% increase in retail sales, the Philadelphia market of 5,500,000 people is yours with KYW.

KYW... PHILADELPHIA

One of Eleven Stations in Eleven Essential Markets Represented by NBC Spot Sales

Eleven stations which reach out to 55% of the radio families in the United States (primary areas only) . . . eleven essential markets where the buying power is 34.2% greater than the country's average.

Yes, eleven stations and markets as essential to American business for the maintenance of war and peacetime sales as bread and liberty are essential to Americans for the maintenance of life.

KYW • PHILADELPHIA

WEAF • New York	KOA • Denver
WRC • Washington	KPO • San Francisco
WMAQ • Chicago	WBZ-A • Boston-Springfield
KDKA • Pittsburgh	WGY • Schenectady
WTAM • Cleveland	WOWO-WGL • Fort Wayne

NBC SPOT SALES

One of a series on America's fastest-growing Victory Markets—Philadelphia

In The Fast Growing
SALT LAKE MARKET
It's
KDYL
UTAH'S NBC STATION
National Representative
JOHN BLAIR & CO.

TED SEALY, a former buyer and merchandiser in Cedar Rapids and Iowa City, recently released from the Army at Camp Wolters, Tex., has joined the continuity staff of WMT, Cedar Rapids, Ia. Wanda Montz, at one time radio editor of the Cedar Rapids *Gazette*, has moved from the WMT Waterloo studios to Cedar Rapids, as continuity writer. She replaces Paul Clark, who moved to KVOR, Colorado Springs.

MILTON SAMUEL, western division publicity director of BLUE, Hollywood, is the father of a girl, born May 31. Mrs. Samuel formerly was with NBC, San Francisco.

COLIN DAWKINS, formerly on the faculty of State Teachers' College, Trenton, N. J., has joined the production staff for all-night programs on WABC, New York, alternating with Robert Bell, and replacing Bill Barrett resigned. Robert E. Lee, formerly of the CBS engineer maintenance department, has been assigned as engineer on WABC's all-night programs, replacing Sydney Samuels, who has been transferred to the day shift.

FRANCIS S. OLIVER, for 15 years a director and producer, has been named an assistant director in the network operations department of CBS.

ALAN FISHBURN, former actor and freelance writer, has been appointed assistant to Kenneth MacGregor, program director of WGN, Chicago. Edmund Kahn, formerly of the program department, has been transferred to production.

LT. GEORGE H. GRIM, former radio director of the Minneapolis *Star Journal* and *Tribune*, has been promoted to first lieutenant.

BILL VANCE, writer-producer of WLS, Chicago, is father of a girl born May 25.

WAVE DOESN'T JUMP FOR JOY (Ky.)!

Chances are, WAVE doesn't even jump *to* Joy (Ky.)—much less *for*. But don't let that make you sad. WAVE *does* leap all over the big Louisville Trading Area, which, with 57.5% of Kentucky's buying power, is what counts in this State! To gladden your heart further, WAVE gives you this market at lowest cost—gets *listeners* because it's the only NBC station within 100 miles. Try WAVE, and you'll jump for joy!

LOUISVILLE'S WAVE
5000 WATTS . . . 970 K. C. . . . N. B. C.
FREE & PETERS, INC.
National Representatives

Bond Campaign To Be Stepped Up

Immediate Aim is to Prevent Slump in Series E Sales

TO HEAD OFF the dampening effect of pay-as-you-go taxation on Bond buying through the payroll savings plan, the Treasury War Savings Staff is planning a stepped-up campaign to open June 15.

Purpose of the drive will be to show that the new tax procedure does not constitute an additional income tax, is a pre-payment plan, and will not have an effect on family income appreciably different from the usual tax procedure. "Figure It Out Yourself" is the theme of the campaign, which will ask families to get together, add up their income from all wage-earners, and base bond purchases on the total.

Addressed to Workers

With the Press Section soon to issue a new clip and suggestion sheet to newspapers, Treasury's War Bond transcriptions are being tied in with the payroll savings drive. To boost worker allotments by $200,000,000 more a month, the campaign will have to enlist the support of 26,000,000 workers now regularly buying bonds out of wages, and 180,000 firms operating payroll savings plans. Ten percent is now a minimum objective, and much higher percentages are hoped for.

Radio transcriptions released in connection with OWI allocation plans will be addressed mainly to workers' families. In general, this excerpt from a one-minute Treasury transcribed drama is typical. Scene is laid in a war plant. The foreman, in conversation with several workers about payroll savings, says, "Add up your expenses—the least you can live on and need for taxes—subtract that from your pay and what's left is what goes into War Bonds."

Third Loan Coming

Third War Loan, to be held after Labor Day, is now under discussion by Treasury officials. The plan is expected to follow the pattern of the recently completed loan, with a big opening radio day and a concerted radio drive. As Secretary of the Treasury Morgenthau recently told a press conference, future war loans will be aimed primarily at the public, with offerings to banks made separately. Public bond drives will be made about three or four times a year.

Bank loans will be made either before or after public drives, depending on when the Government needs funds. This policy of concentrating on the public is expected to contribute to the anti-inflation program by cutting public spending power more directly.

In line with the new policy, War Savings Staffs and Victory Fund Committees have been consolidated into one bond sales organization. In the past, Victory Fund Committees have been engaged primarily in the promotion and sale of Series F and G bonds, which are bought at face value with interest paid periodically. Main job of the War Savings Staffs has been the sale of Series E bonds, largely through the payroll savings plan. State chairmen, reporting to the Secretary of the Treasury, will direct the merged organization. Sales of Government securities to commercial banks, mutual savings banks, insurance companies and bond dealers will be handled by the Federal Reserve Banks, which have been authorized as fiscal agents for this purpose.

McAVITY IN LINE FOR COAST SHOWS

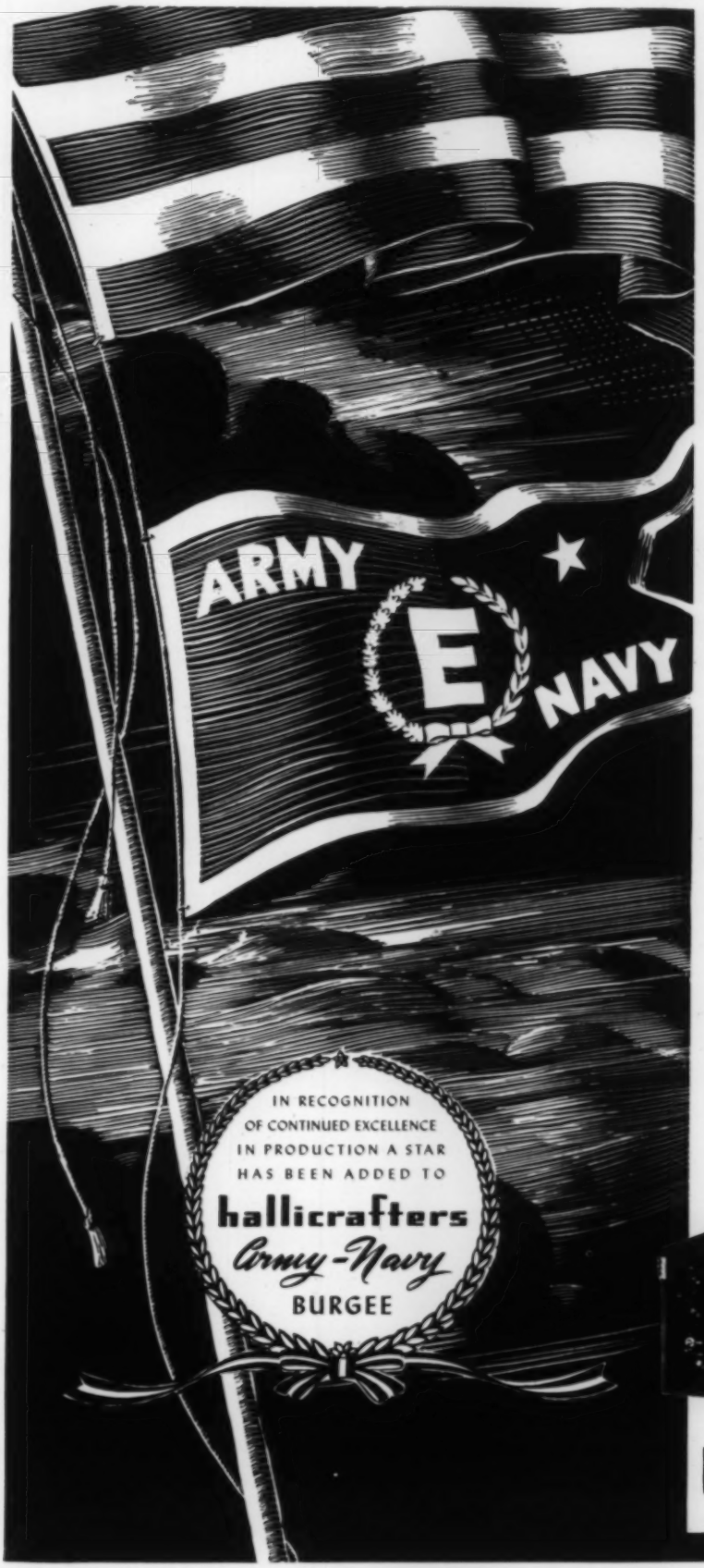
WITH Dick Mack, Hollywood producer of the weekly NBC *Rudy Vallee Show*, sponsored by Sealtest Inc. (dairy products), taking leave-of-absence following broadcast of June 10, and his return in fall problematical, Tom McAvity is reported in line for the post. James McFadden, New York, radio director of McKee & Albright, agency servicing the account, has been on the West Coast interviewing producers and directors with McAvity reported taking over production for the summer.

In addition to the *Rudy Vallee Show*, Mack is in charge of the weekly CBS *Blue Ribbon Town*, sponsored by Pabst Sales Co. for Warwick & Legler. McAvity has been producing the weekly half-hour CBS *Grapevine Rancho*, sponsored by Roma Wine Co., serviced by McCann-Erickson.

It is understood Vallee may be off the Sealtest program several weeks, either through receipt of a commissioned rank or by Navy directive. Meanwhile Jack Haley, comedian, has been signed for guest appearances on the June 10 and 17 broadcasts of that program. If Vallee takes his leave, it is likely that Haley will take over.

Vaughn de Leath

VAUGHN DE LEATH, 42, known as "The First Lady of Radio", died in Buffalo, May 28, after a long illness. Miss De Leath, a singer and composer, made her debut in radio in January, 1920, when she sang into an inverted gramophone horn microphone developed by Dr. Lee De Forest. In 1923 she became manager of WDT, New York. Although her radio activities were more extensive in the first dozen years of her career, she has done television work recently, and from August, 1942, to April of this year was heard on WBEN, Buffalo.



TO PRESERVE THE FOUR FREEDOMS!

. . . freedoms that are uppermost in the heart of every American. Workers in industry have toiled unceasingly to build peak production to enable their country to be the world's best equipped fighting forces to protect these freedoms.

The Hallicrafters employees have twice been cited by their country for excellence in production . . . once with the Army-Navy "E" Burgee . . . and now the addition of a star to this Burgee for continued excellence in producing communications equipment so vitally needed by our boys on all fronts.

This new honor will serve as an additional incentive to greater production.

BUY MORE BONDS!

hallicrafters
CHICAGO, U.S.A.

50,000 WATTS

Hanging Up Big Records!

•

Mail for May 1943—

UP 207%

over May, 1942

•

America's Fastest Growing 50,000 Watter on America's Fastest Growing Network

.....

THE BLUE

•

ASK JOHN BLAIR

WWVA

50,000 WATTS

A POST INDUSTRIES STATION

Claims for Carter Liver Pills Are Attacked in FTC Action

Complaint Cites Allegedly False and Objectionable Statements Made by Heavy Advertiser

ADVERTISING claims of Carter Products Corp., New York, for Carter's Little Liver Pills are cited by the Federal Trade Commission in a complaint filed last week against the company and Street & Finney, its agency at the time material was being gathered for the complaint.

The Carter Co. has been a large user of radio for many years and at present is sponsoring spot announcements on many stations.

Chief among the claims cited by the FTC are those which purportedly represent the Liver Pills as an effective and competent treatment for constipation and for "sluggish liver", rendering the user "fit as a fiddle", "full of pep" and banishing such symptoms as "cranky disposition", "logy", "down and out" and "blue". Cited also is alleged disparagement of calomel and other laxative preparations and failure to warn the public of the potential danger of the preparation if taken by persons suffering from abdominal pains, nausea, vomiting, or other symptoms of appendicitis.

Use of the word "liver" in the name "Carter's Little Liver Pills" is misleading, says the complaint, because the preparation "contains no ingredient, recognized by competent medical or scientific authority, either alone or in any combination, as having any therapeutic value in the treatment of any condition, disorder or disease of the liver under whatever name designated." It is further asserted that the compound is "an irritant laxative or cathartic" which is declared to have no therapeutic action on the liver nor is it deemed a competent or effective treatment for constipation.

Many Claims Cited

Agency now handling advertising for the Liver Pills is Ted Bates Inc., New York. In addition to one-minute transcribed announcements on 164 stations throughout the country and a five-minute transcribed program, *Neighbors*, on WJZ and WOR, New York, Monday through Friday, *Inner Sanctum Mystery* is aired on 53 BLUE stations, Sunday, 8:30-9, with recorded repeat on 12 Pacific Coast BLUE stations Sunday, 9:30-10 p.m. (EWT). A transcribed serial, *Judy & Jane*, is on four Don Lee stations Monday through Friday, 5:45-6 p.m. (PWT). Ten stations are to be added June 20 to the *Inner Sanctum Mystery* live show, and one to the repeat on the same date.

Other claims and statements named in the complaint include the use of the following phrases alleged to describe symptoms of constipation which the preparation is said to relieve: "Discouraged", "depressed", "moody", "temperamental." The FTC asserts that "Carter's Little Liver Pills" are not an effective treatment for these and similar symptoms.

DO YOU KNOW THE ANSWER?

A radio feature developed and produced by The W. E. Long Co., is already an established success in radio... and now...

PSYCHO-ANALYSIS

Copyright 1943, THE W. E. LONG CO., Chicago

A New W. E. LONG CO. RADIO FEATURE

FULL INFORMATION SUPPLIED JUNE 15, 1943, BY

THE W. E. LONG CO.

155 NORTH CLARK STREET

CHICAGO, ILLINOIS

Fada Institutional

FADA RADIO & ELECTRIC Co., Long Island City, 20-year-old manufacturer of radio sets and parts, is to start an institutional series on WJZ, New York, June 7, as sponsor of Henry J. Taylor, commentator, Monday through Friday, 11:05-11:15 p.m. Company has used radio on a limited basis in the past. WJZ contract is for 52 weeks. Agency is Sternfield-Godley, New York.

Edwards' Bond Score

WITH the sale of $4,101,000 in War Bonds in San Francisco May 30, Ralph Edwards travelling quiz program, *Truth or Consequences* reached a total of $185,133,344 in cash purchases of Bonds made during 12 weeks the program has been on the road. Following a broadcast from Glendale, Cal., June 5, the program will make the last of its bond-selling performances in nearby Oakland, remaining in that vicinity for the remainder of the season.

Keep It On!

GIVE money away? Try to do it, says Hooper White, WKZO, Kalamazoo-Grand Rapids, who works at giving genuine dollars to listeners. The other day a kindly old lady answered White's radio phone call—then interrupted to say, "Just a minute, young man—I'll be right back." After holding the phone—over dead air—almost a minute, White hung up politely, still wondering what happened. Calling back when the program was off the air, the give-away man heard this: "I had to get my hearing aid—and it takes two minutes to heat up."

WLW TO ENTERTAIN NATION'S EDITORS

RADIO will play a noteworthy part in the annual convention of the National Editorial Assn., Cincinnati, June 18-20, at which WLW will contribute prominently to the program.

At the annual banquet, which opens the convention, James D. Shouse, vice-president of the Crosley Corp. in charge of broadcasting, will extend the welcome from citizens of the Queen City. Gov. John W. Bricker will be the principal speaker. The banquet will conclude with an elaborate stage show, "WLW on Parade."

At the Saturday luncheon session, WLW, in cooperation with BBC, will pipe in a closed circuit program from the editors of England.

Saturday at 10:30 p.m. the convention crowd has been invited to attend weekly broadcast of *Boone County Jamboree*, WLW's hillbilly show. Tours through new studios at Crosley Square have been arranged twice daily.

Macy on WNEW

R. H. MACY Co., New York, in addition to its recently signed 52-week contract with WHN, New York [BROADCASTING, May 31], last week started a series of half-minute transcriptions on WNEW, New York, for 52 weeks. Department store's contract, which went into effect May 24, calls for 19 announcements weekly, spotted throughout the day, for the most part on musical programs. Agency is Young & Rubicam, New York.

NEW SUBSCRIBERS to *Funny Money Man*, transcribed program produced by Allen A. Funt, New York, include KMYR KGBS WSM WJDX WGAN WMIN and CKOC.

KWKH

CBS-50 KW

The Selling Power in the Buying Market

A Shreveport Times Station

SHREVEPORT, LA.

The Branham Company

XUM

6 Billion Budgeted For Military Radio

Two Thirds of Sum For Army Needs; Balance for Navy

ARMED SERVICES will spend approximately 6 million dollars for electronic radio and radar equipment in the year from July 1943 to 1944, it was disclosed to Congressional hearings on the Army and Navy Appropriation measures. Of the total, about two-thirds is for the Army, with the remainder for the Navy.

The 1944 allocation for electronic equipment contrasts with the sum of about two billion dollars appropriated for military radio needs at the time of Pearl Harbor. Present requirements are understood to be for highly specialized and intricate types of equipment.

Most for Planes

A major portion of the Navy's appropriation will be used in radio equipment for 27,500 airplanes. Large airplanes require about $20,000 worth of radio and $30,000 worth of radar equipment, the House Appropriation Committee was told.

The Navy's Bureau of Ships has asked a quarter-billion dollars for shore radio, radar and underwater sound equipment for maintenance and operation of the Naval Communications System. More than 25% of this will be for combat equipment used by Marines in combat areas; the remaining for additional equipment for Naval Air stations and underwater harbor detection. The Bureau of Ships plans to procure 61 million dollars worth of radio and radar equipment for the British.

ANOTHER NOTED news commentator took to the air recently from Washington, D. C., when Jay Franklin began a 16-week series on WINX. Unanimous approval is evident as A. B. Fletcher, general manager of Embassy Dairy, sponsor, signs contract. At left is Lawrence Heller, president of WINX, and at right is Mr. Franklin. Program called *Something New in News*, is heard Monday through Friday at 6:15 p.m.

'Radionics' Catches On

THE WORD "Radionics" is taking hold, Com. Eugene F. McDonald Jr., president of Zenith Radio Corp., says in a personal note written on a brochure sent to the trade. The brochure announces the first issue of *Radionics* combined with *Radio News*, to be issued in July. Zenith has featured the term "Radionics" to cover radio and electronics.

Tavol on 13

SOUTHERN COTTON OIL CO., New Orleans, has expanded its spot campaign for Tavol, an edible oil, to a total of 13 stations in the eastern area. Transcriptions from one minute to a half hour in length are aired at varying frequencies on WCOP WFCI WBNX WOV WHOM WABY WIBX WAGE WBNY WSPR WTHT WELI WSAY. Agency is Tracy-Locke-Dawson, New York.

BESIDES PHIL BAKER, m. c. of the weekly CBS *Take It or Leave It*, sponsored by Eversharp Inc. (pens, pencils), the 20th Century-Fox film, titled "The Girls He Left Behind," now in production, will include a sequence based on the half hour quiz program.

Hearing Set in WPAT 50%-$50,000 to Flamm

HEARING on the application of WPAT, Paterson, N. J. for consent to transfer control from Frank B. Falknor, midwest chief engineer of CBS, and Rex Schepp, commercial manager of WIRE, Indianapolis, to Donald Flamm, former owner of WMCA, New York, was ordered by the FCC last Tuesday.

Mr. Flamm, now with the overseas branch of the Office of War Information, last fall purchased 50% of the station, subject to FCC approval, for $50,000. The remaining 50% is held by Lt. James B. Cosman, Bureau of Ships of the Navy, with 49%, and his wife, who owns one share.

Sparkletts Drive

SPARKLETTS Drinking Water Co., Los Angeles, in a 13-week campaign starting June 7, will sponsor an average of 25 five-minute newscasts daily on eight Southern California stations. List includes KMPC KFAC KHJ KRKD KPAS KECA KGFJ KFWB. Sparkletts also utilizes a daily quarter-hour newscast on KFI, with participation in *Homemakers Club* on KHJ. Firm in addition sponsors Fulton Lewis Jr. seven times weekly on the latter station. Agency is Raymond R. Morgan Co., Hollywood.

THE SONOVOX, which puts words into the sounds of formerly speechless objects, is the subject of an article, "How to Talk Like a Cow From Boston," in the *Saturday Evening Post* for June 5.

The "Lucky" Coverage Area

KWFT
WICHITA FALLS, TEXAS

Serving:
39% OF ALL TEXAS RADIO HOMES
56% OF ALL OKLAHOMA RADIO HOMES
PRIMARY COVERAGE 2,550,053

They not only Listen.. But they Buy!

of 800,000 PIECES of MAIL...
600,000 Included PROOF of Purchase

Among 2,550,053 people KWFT provides the dominating day-time signal — they have over a Billion-Dollar spendable income. — They listen to KWFT, and they BUY!

If you hope to reach the rich Texas-Oklahoma Empire, include KWFT on your schedule.

★5,000 WATTS
620 KILOCYCLES
THE CHOICE SPOT ON THE DIAL

COLUMBIA KWFT AFFILIATE
WICHITA BROADCASTING CO.
WICHITA FALLS, TEXAS

National Representative: PAUL H. RAYMER COMPANY

★5,000 WATTS DAY—1,000 WATTS NIGHT

THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs

ne—news programs

t—transcriptions

sa—spot announcements

ta—transcription announcements

WFIL, Philadelphia

Evans Eye Lotion, Philadelphia, 6 *sa* weekly, 11 weeks, thru John Falkner Arndt, Philadelphia.
Lever Bros., Cambridge (Rinso), 19 *ta* weekly, 5 weeks, thru Ruthrauff & Ryan, N. Y.
General Foods Corp., New York (Post Toasties), 15 *ta* weekly, 26 weeks, thru Benton & Bowles, N. Y.
Allied Mills, Chicago (Wayne Feeds), 2 *sa* weekly, 7 weeks, thru Louis E. Wade, Fort Wayne.
Procter & Gamble Co., Cincinnati (Ivory Flakes), 6 *sa* weekly, for 4 weeks, thru Compton Adv., N. Y.
Philadelphia Record, Philadelphia (newspaper), 5 *sa* weekly, direct.
Freihofer Baking Co., Philadelphia, 10 *sa* weekly, 4 weeks, thru Richard A. Foley, Philadelphia.
Cooper Brewery, Manayunk, Pa., 5 *sp* weekly, 26 weeks, thru Earle Buckley, Philadelphia.
Keystone Macaroni Co., Philadelphia, 3 *sa* weekly, 13 weeks, thru James G. Lamb, Philadelphia.

WINC, Winchester, Va.

Fort Pitt Brewing Co., Pittsburgh, 130 *t*, thru BBDO, Pittsburgh.
Gardner Nursery Co., Osage, Ia., 13 *ta*, thru Northwest Radio Adv. Co., Seattle.
General Foods Corp., New York, 15 *ta* weekly (Post Toasties), thru Benton & Bowles, N. Y.
Lever Bros., Cambridge (Swan soap), 10 *sa* weekly, thru Young & Rubicam, N. Y.
Plough Inc. (St. Joseph aspirin), 4 *ta* weekly, thru Lake-Spiro-Shurman, Memphis.
Plough Inc. (Mexsana), 3 *ta* weekly, thru Lake-Spiro-Shurman, Memphis.
Lee Baking Co., Winchester, Va. (Southern bread), 25 *ta* weekly, thru Freitag Adv. Agency, Atlanta.
O'Sullivan Rubber Co., Winchester, Va. (heels), 10 *ta* weekly, thru Advertising & Sales Council, Winchester.

WLS, Chicago

All-Year Club of Southern California, Los Angeles, 1 *sp* weekly, 6 weeks, thru Foote, Cone & Belding, Chicago.
Haven of Rest, Los Angeles (religious), 3 *sp* weekly, thru Broadcast Adv. Agency, Los Angeles.
Vio Bin Corp., Monticello, Ill. (cattle remedies), 3 *sa* weekly, 8 weeks, thru Rogers & Smith, Chicago.
Ex-Lax Inc., Brooklyn, 9 *sa* weekly, 19 weeks, thru Joseph Katz Co., Chicago.
Gruen Watch Co., Cincinnati, 25 *sa* weekly, 52 weeks, thru McCann-Erickson, N. Y.
Lever Bros., Cambridge (Lifebuoy soap), 17 *sa* weekly 6 weeks, thru Ruthrauff & Ryan, N Y.

WHN, New York

R. H. Macy Co., New York, *sa*, 52 weeks, thru Young & Rubicam, N. Y.
Gardner Nursery Co., Osage, Ia., *t*, thru Northwest Radio Adv., Seattle.
Philip Morris & Co., New York (Dunhill cigarettes), *sa*, 13 weeks, thru Biow Co., N. Y.
Goldmedal Products Co., Brooklyn (Scheer liquid hosiery), *sa*, 4 weeks, thru W. L. Vomack Co., N. Y.

WOR, New York

L. N. Renault & Sons, Egg Harbor City, N. J. (wines), 3 *sp* weekly, 52 weeks, thru Gray & Rogers, Philadelphia.
Elway Food Products Corp., New York (Vitamalt), 3 *ne* weekly, 52 weeks, thru H. A. Salzman Assoc., N. Y.

WBBM, Chicago

Sheldon Inc., Chicago (furs), 3 *ne* weekly, 52 weeks, thru Lieber Adv. Co., Chicago.

WKZO, Kalamazoo-Grand Rapids

Charm Kurl Co., St. Paul, 3 *sp* weekly, 4 weeks, thru Guenther Bradford Co., Chicago.
Ex-Lax Inc., Brooklyn, 5 *ta* weekly, 26 weeks, thru Joseph Katz Co., N. Y.
General Foods Corp., New York (Post's bran flakes), 15 *sa* weekly, 26 weeks, thru Benton & Bowles, N. Y.
Michigan Bell Telephone Co., Detroit, 14 *sa* weekly, 26 weeks, thru N. W. Ayer & Son, N. Y.
Morton Salt Co., Chicago, 10 *ta* weekly, 4 weeks, thru J. Walter Thompson, Chicago.
Northern Mutual Casualty Ins. Co., Chicago, 5 *ne*, 13 weeks, thru Standard Advertising, Chicago.
Roman Cleanser Co., Detroit, 4 *sa* weekly, 13 weeks, thru Gleason Adv., Detroit.

KFI, Los Angeles

National Biscuit Co., San Francisco (Shredded Wheat), 3 *ta* weekly, 15 weeks, thru Botaford, Constantine & Gardner, San Francisco.
United Drug Co., Boston (Rexall products), 7 *sa* weekly, thru Street & Finney, N. Y.
Norwich Pharmacal Co., Norwich, N. J. (Pepto-Bismol), 3 *ta* weekly, 26 weeks, thru Lawrence C. Gumbiner Adv., N. Y.
Douglas Aircraft Co., Santa Monica, Cal. (for employment), *sa* weekly, 13 weeks, thru Essig Co., Los Angeles.

KHJ, Hollywood

Nehi Corp., Columbus, Ga. (Par-T-Pak), 5 *ta* weekly, 26 weeks, thru BBDO, N. Y.
Ex-Lax Mfg. Co., Brooklyn, 5 *ta* weekly, 13 weeks, thru Joseph Katz Co., Baltimore.
Barker Food Products, Los Angeles (dehydrated soup), 3 *sa* weekly, 2 weeks, thru Erwin, Wasey & Co., Los Angeles.
Seaboard Finance Co., Los Angeles, 8 *sa* weekly, 52 weeks, thru Smith & Bull Adv., Los Angeles.

WABC, New York

Interwoven Stocking Co., New Brunswick, N. J., 6 *sa* weekly, 10 weeks, thru United Adv., Newark.
Manhattan Soap Co., New York (Sweetheart soap), 6 *sa* weekly, thru Franklin Bruck Adv., N. Y.
Paramount Pictures, New York (Five Graves to Cairo), 3 *sa*, *ta* weekly, thru Buchanan & Co., N. Y.
New York Telephone Co., New York (public service), 5 *ne* weekly, 13 weeks, thru BBDO, N. Y.

WJZ, New York

Maryland Pharmaceutical Co., Baltimore (Rem, Rel), 5 *sp* weekly, 26 weeks, thru Joseph Katz Co., Baltimore.

WMAQ, Chicago

W. F. McLaughlin Co., Chicago (Manor House coffee), 5 *sp* weekly, 52 weeks, thru Ivan Hill Adv. Agency, Chicago.
Lever Bros., Cambridge (Lifebuoy soap), 40 *sa*, thru Ruthrauff & Ryan, N. Y.
Plough Inc., Memphis (St. Joseph aspirin), 7 *sa* weekly, 13 weeks, thru Lake-Spiro-Shurman, Memphis.
Hubinger Co., Keokuk, Ia. (Quick Elastic starch), 13 *sa*, thru Ralph Moore, Inc., St. Louis.

Camel Substitutions

MIXUP on booking of *Camel Caravan's* Jack Carson has been settled with plan to use five leading variety shows lined up by Music Corp. of America to substitute for Carson until *Caravan* goes off for the summer on July 2. Wm. Esty & Co., New York, Reynolds Tobacco agency, states each show will be a salute to armed services, starting with Bob Hope saluting the Army and the WAACs. Jack Benny, Bing Crosby and Fred Allen, with a fourth show to be selected, complete extensive substitutions. Difficulties on Carson contract arose from conflicting schedules for Camel cigarettes and Campbell's soups, now amicably settled, with Carson going on for CBS and Campbell June 2 as planned.

Summer Lineup

BRISTOL-MYERS Co., New York (Ipana, Sal Hepatica), on June 30 replaces *Time to Smile* for 13 weeks with *Date With Judy* on 125 NBC stations, Wednesday, 9-9:30 p.m. (EWT). Packaged by James L. Saphier, Hollywood talent service, summer replacement show will feature Louise Erickson in the title role, with current lineup including Joe Kerns, Dix Davis and Bea Benadaret. Aleen Leslie is writer, with Felix Mills, musical director. Dave Elton is Hollywood producer of Young & Rubicam, agency servicing the account.

Radio Advertisers

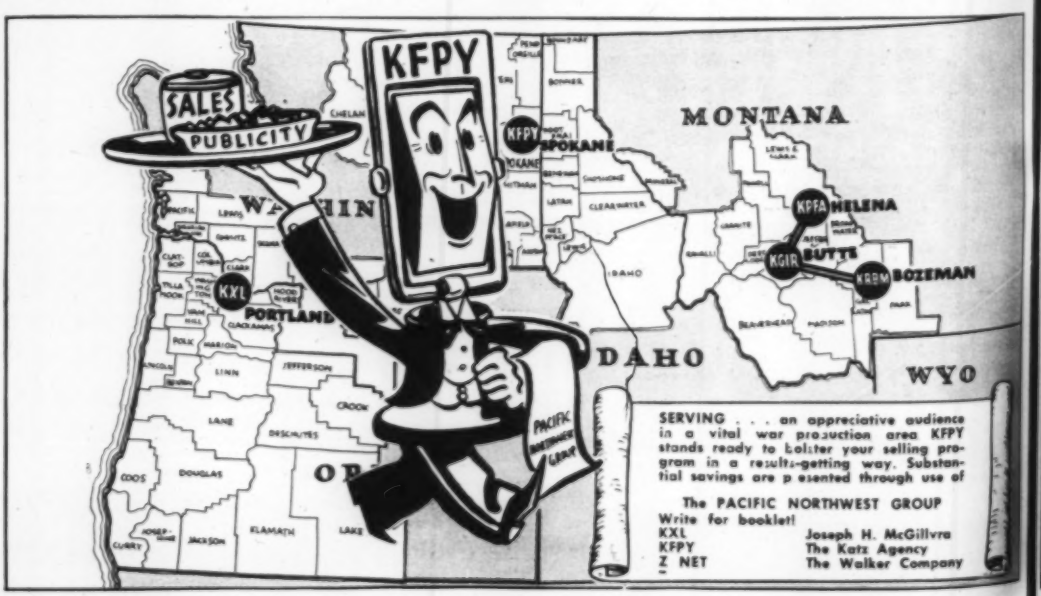
PIEL BROS., Brooklyn, sponsor of *It Pays to be Ignorant* on WOR, New York, on May 31 augments its radio schedule with a series of evening announcements on WCAU, Philadelphia, Monday thru Saturday. Spots consist of Sonovox and voice announcements. Agency is Sherman K. Ellis Co., New York.

SOUTHERN CALIFORNIA TELEPHONE Co., Los Angeles, to discourage unnecessary long distance telephoning, from June 1 to 5 used an average of two announcements daily on 20 Southern California stations. List included KNX KFI KECA KHJ KFWB KMTR KFAC KFVD KRKD KGFJ KMPC KPAS KWKW KGB KFSD KFMB KPRO KVOE KXO KIEV. In a similar three-day campaign preceding Memorial Day, the firm used three announcements daily on the same stations. Agency is The Mayers Co., Los Angeles.

WALTER LIVINGSTONE FAUST, vice-president and general manager of the Eastern Marketing Division of Socony-Vacuum Oil Co., New York, and John Crowther Case in charge of the company's foreign crude-oil producing operations, have been elected directors of Socony-Vacuum.

LOCAL LOAN Co., Los Angeles, as part of its 13-week Pacific Coast campaign with local office tie-ins, in mid-May started sponsoring a thrice-weekly ten-minute early morning newscast on KNX, Hollywood, and three participations per week in 11 a.m. news on that station. Schedule also includes a five per week quarter-hour recorded musical program on KFIO, Spokane, and KQW, San Francisco, with a similar weekly 15-minute broadcast on KOMO, Seattle. In addition, firm sponsors the twice-weekly quarter-hour transcribed news feature, *Soldiers of the Press*, on that station. Schedule will be expanded to include Portland and Sacramento stations. Agency is Hixson-O'Donnell, Los Angeles.

INNERCLEAN Co., Los Angeles (Herbal laxative), on 52-week contracts started in mid-May is sponsoring the six-weekly five-minute transcribed program, *Leaders of the United Nations*, on KWJJ, Portland, and KXA, Seattle. W. C. Jeffries Co., Los Angeles, has the account.



OWENS-ILLINOIS GLASS Co. is sponsoring a daily 25-minute network program on WWL, New Orleans, CBS affiliate, titled *Your Home Front Reporter*. A quarter-hour program devoted to the local OWI, which bore the same title, has been renamed *Calling All Civilians*.

MANHATTAN SOAP Co., New York (Sweetheart soap), has bought three participations weekly in the *Food Fair* on WEEI, Boston. Contract is for 13 weeks.

PENN TOBACCO Co., Wilkes-Barre, has renewed for one year participation in *Farmer's Almanac of the Air* on WEEI, Boston, for Julep cigarettes and has added Kentucky Club tobacco and Willoughby Taylor tobacco to the schedule.

UNION CAB Co., Portland, Ore., is sponsoring a weekly dramatic series on KEX, Portland, titled *Greece Fight On*.

THE MAY Co., Denver department store, has purchased six quarter-hours a week on KLZ, Denver, for a musical show titled *Maytime Is Your Time*.

AVION Inc., Los Angeles (aircraft equipment), new to radio, on May 24 started for 13 weeks daily participation in *Let's Face Facts* with Hal Styles on KFWB, Hollywood. Los Angeles Steel Casting Co. (ship casting) and Golden Rule Foundation (philanthropic), also new participants, started May 10 on 13 and 26 weeks contract respectively. Lockwood-Shackelford Adv., Los Angeles, serves the accounts.

CHAS. A. STEVENS Co., Chicago (department store), on May 29 started weekly quarter-hour early evening broadcasts of *Foreign Affairs* with Clifton Utley on WBBM, Chicago. Contract, which is for 52 weeks, was placed by Frances Hooper Agency, Chicago.

ADAMS CLOTHES, Philadelphia, has signed a 52-week contract for a new series of half-hour nightly popular music programs on WIBG. Account placed through Dittman Agency, Philadelphia.

THEODORE KROHL Co., Los Angeles (Perma Plastic), new to radio, in addition to a twice-daily quarter-hour recorded musical program on KIEV, on May 22 started sponsoring a seven-weekly fifteen-minute newscast on KFAC. Agency is Milton Weinberg Adv. Co., Los Angeles.

LEE TRENHOLM, advertising manager of Underwood Elliott Fisher, Toronto, has been elected president of the Advertising & Sales Club of Toronto, succeeding Glen Bannerman, president and general manager of the Canadian Assn. of Broadcasters. G. Alec Phare, radio director of R. C. Smith & Son, Toronto agency, has been elected treasurer; R. A. Bartlett of J. J. Gibbons, Toronto agency, secretary; H. A. Kayes of Canadian Johns-Manville Co., vice-president.

Satisfied Sponsor

PLASTIC-BOUND report by Colgate-Palmolive-Peet Co., sponsor of a commercial program, is based on listeners reaction in Canada. The report presents unsolicited testimonials by individual listeners and heads of public institutions on *The Happy Gang*, said to be the oldest regular radio show in Canada. According to the latest Elliott-Haynes rating reports, this show is the most popular daytime program north of the border, including those coming from the south. The booklet also gives full-page pictures and a brief "who's-who" of radio personalities connected with the program.

HAVRILL Corp., Los Angeles (aircraft die-casting), in a one-week help wanted campaign started May 28 used daily one-minute announcements on seven stations in that area. List included KIEV KRKD KNX KFWB KPAS KFVD KHJ. Agency is West-Marquis, Los Angeles.

UNITED DRUG Co., Toronto (Bisma-Rex), on June 1 started transcribed announcement campaign on 39 Canadian stations. Account was placed by Ronalds Adv. Agency, Toronto.

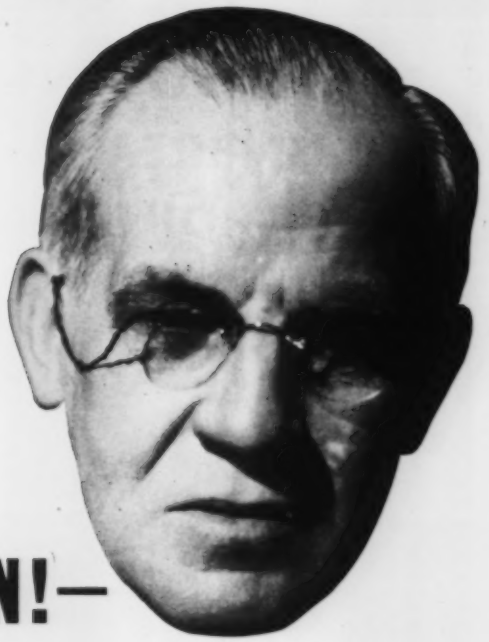
KIK Co., Montreal (soft drinks) has started thrice-weekly *Personality Parade* on Montreal stations. Account was placed by Associated Broadcasting Co., Montreal.

GEO. WESTON Ltd., Toronto (biscuits) on June 6 started on CFRB, Toronto, for the seventh consecutive year its Sunday evening community sing-song at Sunnyside Beach, Toronto, to an open air audience of 20,000. Program is produced by Frank Dennis, radio director of Walsh Adv. Co., Toronto.

UNION OIL Co., of Canada, Vancouver, has started morning newscasts on five western Canadian stations. Account was placed by Stewart-Lovick, Vancouver.

BANK OF AMERICA, NT&SA, San Francisco (banking chain) recently started participations, three times weekly on the *Emily Barton* program on KFRC, San Francisco. Agency is Charles R. Stuart Adv., San Francisco.

CALIFORNIA FICGO Co., Los Angeles (beverage), out of radio for six months, on May 24 started for 13 weeks three spot announcements weekly on KFI and KNX. Other West Coast radio is contemplated. Agency is Culbreth Sudler Co., Los Angeles.



Hey, LISTEN!— why should I worry about SPARTANBURG?

NO REASON in the world to *worry* about Spartanburg, Mister! But we'll bet you a good cigar that you *are* worrying about towns and markets that are a lot less important—now *and* potentially, both!

Spartanburg, believe it or not, is the Center of South Carolina's biggest, fastest growing market—a market that forecasters say is destined for even greater significance *after* the War. Our 22-county area has 1,032,302 people. Industrial payrolls (1942) were $107,084,220. Farm products valued at $93,266,133. And all wrapped up and delivered by *one* radio station—WSPA—to the tune of a really amazing Hooper rating!

Won't you let us tell you all the facts—and maybe *save* you some worrying!? Drop us a line today!

Camp Croft's 25,000 soldiers just 5 miles away!

South Carolina's FIRST Station **WSPA** 5000 Watts Day 1000 Watts Night

Spartanburg, S. C.

CBS Affiliate • 950 KC • Represented by Hollingbery

CALIFORNIA COVERAGE

KFBK IN SACRAMENTO

IS THE MOST POWERFUL BLUE NETWORK STATION IN CALIFORNIA

KFBK is the station listened to most in Superior California

Represented by Paul H. Raymer Co.

McCLATCHY BROADCASTING COMPANY

WHEN YOU NEED AN UNBREAKABLE RECORDING BLANK

USE THE PRESTO MONOGRAM

. . . a paper composition base disc that will safely withstand mailing, all ordinary handling, shipment anywhere. Monogram discs are lightweight, unaffected by temperatures above 40°F. or excessive humidity, have a remarkably long shelf life.

While the composition base is not as smooth as the glass base used for the highest quality recording discs, the coating material is exactly the same, giving the same cutting qualities, frequency response and long playing life. Surface noise is slightly higher than that of glass discs but at the same time well below that of the best commercial phonograph records.

With metal discs withdrawn from use, the Presto Monogram has become the most practical disc for recording in the field, for recordings to be mailed to distant points and those subjected to frequent handling. Thousands of monograms are used by the military services of the United Nations and by the larger radio stations for delayed broadcasts. Made in all sizes, 6, 8, 10, 12 and 16 inches. Order a sample package of 10 discs today.

PRESTO
RECORDING CORP.
242 WEST 55th ST. N.Y.

In Other Cities, Phone . . . ATLANTA, Jack. 4372 • BOSTON, Bel. 4510 CHICAGO, Har. 4240 • CLEVELAND, Mo. 1565 • DALLAS, 37093 • DENVER, Ch. 4277 • DETROIT, Univ. 1-0180 • HOLLYWOOD, Hil. 9133 • KANSAS CITY, Vic. 4631 • MINNEAPOLIS, Atlantic 4216 • MONTREAL, Mar. 6368 TORONTO, Had. 0333 • PHILADELPHIA, Penny. 0542 • ROCHESTER, Cul. 5548 • SAN FRANCISCO, Su. 8854 • SEATTLE, Sen. 2560 WASHINGTON, D. C., Shep. 4003—Dist. 1640

World's Largest Manufacturers of Instantaneous Sound Recording Equipment and Discs

Agencies

ELWOOD WHITNEY, vice-president and senior art director of J. Walter Thompson Co., New York, on July 1 will join Foote, Cone & Belding, New York, as vice-president serving in a major executive capacity.

KATHREEN FITZGERALD, Robert Kuhn, and Robert Forshew, have joined Ruthrauff & Ryan, New York, as copywriters.

LEONARD R. SCHOENFELD has joined Julian Gross Adv. Agency, Hartford, as vice president and account executive, coming from the F. W. Prelle Co., Hartford.

JOAN DAVIES has joined Hillman-Shane-Breyer Inc., Los Angeles, as radio copywriter.

JULIAN G. POLLOCK, head of the Julian G. Pollock Adv. Agency, Philahelphia, and Janet Lehman, of Dayton, were married in Philadelphia May 26.

H. PAUL WARWICK, president of Warwick & Legler, has returned to New York following Hollywood conferences with Dick Mack, executive director of the weekly CBS *Blue Ribbon Town*, sponsored by Pabst Sales Co.

GREEN-BRODIE, New York, has moved from 485 Madison Ave., to 420 Madison.

GENE POWERS, former copywriter of Leo Burnett Co., Chicago, has joined Blackett - Sample - Hummert, Chicago.

S. DUANE LYON Inc., New York, has acquired the accounts of Evans, Nye & Harmon, New York, following the liquidation of the latter agency May 31.

VICTOR VAN DER LINDE is serving in the newly-created position of radio director of St. Georges & Keyes, New York. Before forming an advertising agency which he continues to head under his own name in addition to his radio activities for St. Georges & Keyes, Mr. van der Linde was general sales counsel of NBC.

DONALD S. MANCHESTER has been elected to the board of directors, and made a vice-president of Foote, Cone & Belding. Mr. Manchester joined the agency five years ago.

RICHARD STANTON, former account executive of Sherman K. Ellis & Co., New York, where he specialized in grocery accounts, has joined Kenyon & Eckhardt, New York, as account executive.

E. H. SWEATMAN Jr., timebuyer of Newell-Emmett Co., New York, is resigning the middle of June to join Badger & Browning & Hersey, New York, as assistant to H. W. Mallinson, radio timebuyer. Mr. Sweatman will take over the duties of William D. Edouarde, who is due for induction in the Army.

CAL KUHL, former producer-director of J. Walter Thompson Co., Hollywood, has joined Biow Co. as executive radio producer for programs emanating from both New York and the West Coast. Mr. Kuhl, since he originally opened the West Coast office of J. Walter Thompson in 1933, has handled Bing Crosby's *Kraft Music Hall* series and has produced the *Rudy Vallee Show* and many broadcasts of *Command Performance* for our Armed Forces. At Biow, Mr. Kuhl will supervise the Eversharp and Philip Morris radio shows, as well as line up new program ideas.

JAMES FEHER, formerly of Bonwit Teller, Philadelphia department store, has joined Gray & Rogers, Philadelphia, as assistant in the production department.

J. H. KRAFT HEADS KRAFT CHEESE CO.

JOHN H. KRAFT, former executive vice-president and chairman of the executive board of Kraft Cheese Co., Chicago, since 1937, has been named president of the company. He succeeds his brother, J. L. Kraft, founder of the business and for nearly 40 years head of the concern.

Closely associated with his brother for most of those years, John Kraft has been operating head of the company for some time, as well as a director and member of the executive committee of National Dairy Products Corp., of which Kraft has been a member company since 1930. J. L. Kraft has been made chairman of the Kraft board, and plans to remain active in the business, giving most of his attention to dairy developments affecting national and international relationships of the company.

Heads Chicago Club

M. GLENN MILLER, of the agency bearing his name, was elected president of the Chicago Federated Advertising Club at its recent annual meeting. Other new officers are: G. D. Crain Jr., publisher of *Advertising Age*, 1st vice-president; Josephine Mutter, public relations representative of Hotel Sherman, 2d vice-president; Edward A. Grossfeld, advertising manager, Baskin Clothing Co., 3d vice-president; W. Lane Witt, manager valve and fitting advertising, Crane Co., secretary. Re-elected treasurer was Chester L. Price, advertising and publicity manager, City National Bank & Trust Co.

Winius' 25 Years

ON HIS 25th anniversary with the agency, Enno D. Winius, president of Anfenger Adv., St. Louis, was honor guest at a surprise cocktail party given by his staff last week. Mr. Winius was given two gifts—a silver clock by the organization, and 5,000 aspirin tablets by Myron Northrop, vice-president of A. S. Aloe Co., a client for the full quarter century. Remarked Mr. Winius: "I haven't had a headache since 1918 that couldn't be cured by a few kind words from a sponsor."

ILONA MAGORY, office manager of Ruthrauff & Ryan, Hollywood, has retired to private life after nine years with the agency, having joined R & R when offices were established in Southern California. Betty Purcell Keith, well known in agency circles, succeeds Miss Magory.

CLARENCE E. HALE, former copy chief of Ruthrauff & Ryan, San Francisco, has joined the San Francisco office of Erwin, Wasey & Co.

HENRY HAAS, partner in Adrian Bauer Adv. Agency, Philadelphia, and captain in the provost marshal general's division of the Army, has been called for active duty.

EDWARD BAKER, formerly of Pennsylvania Salt Mfg. Co., Philadelphia, has joined McLain Org., Philadelphia, as account executive and copywriter.

JULIAN A. MARTIN, producer and talent agent, has set up a production and management agency in the Paramount Bldg., New York, under the name Tiffany Enterprises. Executives include Walter Bower, new to the entertainment industry, and Phil Rubinoff, manager for 19 years of Dave Rubinoff, violinist concert artist.

QUIZZICAL EXPRESSION on the face of Mrs. Evelyn Freyman marks her as "Your Inquiring Consumer" on *Consumer Time*, ten-year-old Agriculture Dept. consumer program aired on NBC. Holding script is Arthur C. Bartlett, consultant in the Food Distribution Administration, with Johnny Smith (center) as "Your Consumer Reporter".

Decade of Service

A DECADE of broadcasting the nation's oldest consumer show will be celebrated during the Saturday, June 12, broadcast of *Consumer Time* at 12:15 p.m. on NBC. Chester Davis, War Food Administrator, will speak from Washington; Frank Mullen, vice-president and general manager of NBC, from New York, and Mrs. John L. Whitehurst, president of the General Federation of Women's Clubs, from Chicago.

During the program's first eight years on the air, it was sponsored jointly by the Women's Clubs and the Agriculture Dept., which accounts for Mrs. Whitehurst's participation in the birthday show. Program usually gives facts on consumer problems through a dramatic incident, a discussion of specific subjects, and a brief talk by a Government expert. The anniversary broadcast will hark back over the last ten years to the days of food surpluses and low prices. Morse Salisbury, now Deputy Administrator in charge of Information, WFA, who appeared on the first broadcast as chief of USDA's Radio Service, will trace the evolution of present-day consumer problems.

AS A FURTHER step towards setting up a music library of its own, BLUE has purchased from Larry Funk, band leader, his library of popular tunes, started back in 1926. Network had already acquired orchestra leader Joseph Pasternak's library. BLUE continues, however, to use NBC's music library, on a rental basis.

★★★★★★★★★★★

Lowest Cost per Listener
In the Tri-City Area

TROY - ALBANY-
SCHENECTADY

WTRY

TROY, NEW YORK

1000 Watts
at 980 Kc.

The ONLY Basic BLUE Station
In Eastern New York

Represented by RAYMER

THOMPSON-KOCH IN MOVE TO NEW YORK

REORGANIZATION of Thompson-Koch Co. and removal of its headquarters from Cincinnati to New York was announced last week by Carl A. Baumgartener, president of the agency, who stated the move had been made to establish closer contact with clients. The New York office is at 101 W. 31st St., telephone PEnnsylvania 6-0612.

William S. Groom, former vice-president of Thompson-Koch, is now chairman of the board, while Pat Kelly, former production manager, is vice-president. The new secretary-treasurer is Stanley Sidgwick.

No radio is placed by the agency, although it placed advertising in media other than radio for various divisions of Sterling Drug Inc., including the Bayer Co., Charles H. Phillips Chemical Co., R. L. Watkins Co., and the Sterling Products Division. General Drug Co., New York, is also a Thompson-Koch account.

Floyd B. Odlum Elected Board Chairman of RKO

ELECTION of Floyd B. Odlum, president of the Atlas Corp., Wall Street investment firm, as chairman of the board of the 70-million-dollar Radio-Keith-Orpheum Corp., was announced last Wednesday in New York. He succeeds Richard C. Patterson, former executive vice-president, who became vice-chairman of the board.

Formerly controlled by RCA and Rockefeller Center Inc. interests, RKO stock has been sold by these companies during the past several years. The Atlas Corp. is understood to hold approximately 44% of the preferred stock and 46% of the common stock. RKO has no direct radio interests.

Mr. Odlum was one of the bidders for WMCA, New York, a couple of years ago and also has evinced interest in radio projects generally. It is presumed RKO, under his direction, will survey the television field in relation to the motion picture business. Mr. Odlum also had been mentioned several years ago as a possible appointee to the FCC.

Radio Talent Featured

RADIO TALENT is featured in the Republic picture "Swing Your Partner", now being given national release. Line-up includes Lulu Belle & Scotty, vocalists on the weekly NBC *National Barn Dance;* Vera Vague, comedienne on NBC Bob Hope Show; Dale Evans, vocalist on NBC *Chase & Sanborn Show;* Ransom Sherman, comedian featured on CBS *Grapevine Rancho;* Richard Lane, of the NBC *Bob Burns Show;* George (Shug) Fisher of *Boone County Jamboree* on WLS, Cincinnati; Tennessee Ramblers, vocal quartette of WBT, Charlotte, N. C.

WINX, Washington, has been granted renewal of license by the FCC for a synchronous amplifier and waiver of two rules concerning operators and their hours at the transmitter. The WINX amplifier, and a similar one in use by WWDC, Washington, are boosters on the same frequency as the main transmitter which are operated by remote control. They are the only two authorized by the FCC for remote control operation, although WSAI, Cincinnati, has such an application pending.

WHAT THE RADIO TIME BUYER WANTS TO KNOW ABOUT

WTAM

COVERAGE

1,253,600 families in WTAM'S Primary Area listen MOST to WTAM. For example:

**% of Radio Families Who Listen MOST at Night time to:*

	WTAM	STATION B	STATION C
CLEVELAND	69%	19%	10%
AKRON	61%	30%	4%
CANTON	86%	5%	..
LORAIN	75%	18%	7%
MASSILLON	84%	8%	..
WARREN	89%	3%	..
YOUNGSTOWN	71%	9%	18%

Yet WTAM costs only $.000073 per Family

*NBC 1942 Nationwide Survey

WTAM

CLEVELAND

NBC Network 50,000 Watts ● Owned and Operated by NBC

REPRESENTED NATIONALLY BY NBC SPOT SALES OFFICES

IN THE PACIFIC
his job will be easier if you back him up with war bonds.
★
in St. Louis
your job will be easier after a good night's rest at . . .
HOTEL Lennox
EVERY ROOM AIR CONDITIONED . . . NOISE-PROOFED . . . FROM $3.00

Galbraith, Grade Label Advocate, Quits But Labor Fights Maxon Plans for OPA

DESPITE the resignation of J. K. Galbraith, OPA deputy administrator and grade labeling advocate who had been sharply criticized by the House Interstate Committee studying OPA operations, the personnel worries of OPA Chief Prentiss M. Brown were far from over last week.

When Mr. Galbraith quit, without comment, on Monday, it was widely predicted that Lou R. Maxon, Detroit advertising executive, would become OPA's strong man, with a post equivalent to "general manager". As the week ended however, both the CIO and AFL informed President Roosevelt that they did not want Maxon in the job. Philip Murray, president of the CIO said after a Thursday meeting in the White House "we protested the appointment of a man who has the policies of Maxon."

OPA seemed to be caught in a tug-o'-war, with business and Congressional pressure favoring Maxon, while Labor strongly fought the appointment. Labor leaders explained that they felt Maxon was opposed to roll-backs and stabilization of prices, which they consider necessary "to ease the difficult labor situation in the coal fields as well as among workers in other industries."

Mr. Galbraith left OPA following the stormy hearings of the Boran Committee [BROADCASTING, May 31] which looked into standardization and grade labeling under a solution introduced by Rep. Halleck (R-Ind.). Even after he left this week, hearings on OPA grade labeling continued, this time before the Smith Committee investigating charges that OPA had exceeded its authority.

On Wednesday the Smith Committee heard Harold K. Bachelder, president of the Ladoga Packing Co., Indianapolis, charge that grade labeling necessitated "a very grave and radical change in the business methods of the canners". In a subsequent hearing, Alfred W. Ames, president of the California Packing Corp., said the order would have made it impossible for packers to advertise and "would dry up revenue which makes a free press possible." He said the regulations "were worked out by the professors down at OPA."

CBS News of Soldiers Is Sponsored by Squibb

HUMAN interest stories about American soldiers on all battle fronts will be told by Bob Trout, CBS London correspondent, in the new CBS Sunday series sponsored by E. R. Squibb & Sons, New York, as a replacement for thrice-weekly *Keep Working, Keep Singing America*. Starting June 13, broadcasts will be heard in the 8-8:30 period.

Titled *Calling America*, the program will bring personal news of servicemen to their folks at home. Walter Cassel will continue in the new series, with Victor Bay's 30-piece orchestra and a chorus. Producer and director will be Elinor Larsen, of Geyer, Cornell & Newell, New York. Jack Lewi will write.

Quiz for Duffy

QUIZ PROGRAM substituting during the summer months for *Duffy's Tavern* on the BLUE, beginning July 6, will be the audience participation show, *Noah Webster Says*. Haven MacQuarrie will act as m.c. Program, originating in Hollywood, will be heard at Duffy's regular time, Tuesday, 8:30-9 p.m., for 13 weeks. Sponsor of both programs is Bristol-Myers Co., New York, for Minit-Rub. Agency is Young & Rubicam, New York.

Buffalo Staff Changes

TO OFFSET losses resulting from demands of the armed services, WGR-WKBW, Buffalo, has recently added several announcers to its staff, according to BBC. These include Richard Barr, formerly of WSBA, York; Jack Eno, from WFBL, Syracuse; Alan Fort, from WEBR, Buffalo; Alan Gans, from WLEU, Erie; Ted Lingo, BLUE announcer at WKWK, Wheeling, and Roy Rowan, from WGY, Schenectady.

MAJORITY of listeners to Sydney Moseley's Mutual commentaries do not want bad news dramatized, but they do want a balanced commentary of good and bad news, mail analysis shows.

PIPE CLEANERS were only satisfactory means of cleaning silver tube through which 9-year old Joan Bates has breathed since babyhood. War stopped their manufacture, and a UP story from North Canton, O., reported that she had only 8 weeks supply. Then WCPO, Cincinnati, broadcast an appeal, and the pipe cleaners started flooding in. Bob Little, editor, and fellow newscaster of WCPO, spent two days telling listeners Joan's needs were supplied for the next ten years.

Heffelfinger Successor

CASANAVE & PEARSON Inc., advertising agency with offices at 1600 Broadway, New York, has succeeded the Heffelfinger Agency, which closed its New York offices June 1. Charles L. Casanave, motion picture and advertising executive, is president, and C. H. Pearson, general manager of the Heffelfinger Agency, is vice-president and general manager.

Plans for discontinuing the Heffelfinger Agency have been under way since last year when Totten Peavey Heffelfinger, president, entered the Navy. All accounts formerly served by the Heffelfinger Agency continue with the new firm, which retains the same staff. Edward P. Casanave, is vice-president and secretary.

New Lorillard Series

P. LORILLARD Co., New York, sponsoring Sammy Kaye on CBS, will start a second network show for Old Gold cigarettes July 9 on NBC. Series, to be heard Fridays 7:30-8 p.m., will feature Bob Crosby's Orchestra. Station lineup is not yet complete, according to J. Walter Thompson Co., New York.

MOST POPULAR STATION IN THE WEST
CLEAR CHANNEL STATION
KFI
OF LOS ANGELES
Earle C. Anthony, Inc.
N. B. C. AFFILIATE • EDWARD PETRY & CO., National Representatives

WATL
COVERS ATLANTA
AT LOWEST COST
1600 KC
Represented by SPOT SALES

House FCC Probe Slated

(*Continued from page 14*)

surrounded the committee's inquiry into a number of cases, including the transaction involving WMCA, New York, sold in 1941 by Donald Flamm to Edward J. Noble, Life Savers Corp. head. Charges of irregularities have been made in connection with the transaction. The committee met last Thursday on the contempt citations, it is understood.

Commissioner Payne, whose present term on the FCC expires June 30, was appointed to the Commission as a Republican.

Chairman Cox told the press last Thursday the object of the inquiry was "to free all media of communications from the despotic control which the Commission has set up." He added: "It is not going to be a smear, nor will it be a whitewash. The inquiry will be fair, dignified and thorough."

Alluding to the efforts to have him disqualified as chairman of the committee, Judge Cox said: "I don't intend to be intimidated and run away from the task."

'Not a Smear'

Chairman Cox, in an interview with the Federated Press, leftwing news organization serving labor papers, indicated that public hearings would begin "in a few days". In a Washington dispatch dated June 1, Federated Press reported an interview with the committee chairman on the FCC inquiry. In it, Judge Cox was reported to have said that he could "smear James Fly and Clifford Durr as they have smeared me," but that "I won't." The dispatch added that Judge Cox said "we will open our hearings in a few days" and that he brought up his resolution for one reason only: "The newspapers insisted on it—certain newspapers and certain Government officials."

Also recounted was the story of the $2,500 check from WALB, Albany, Ga., to Judge Cox in alleged payment for legal services rendered in connection with a WALB application. Judge Cox said, according to the news report, that he had turned over stock in the WALB corporation valued at $2500 to his wife for charitable enterprises. Then the story concluded: "According to FCC records, the stock in WALB still stands in Cox's name, not his wife's."

Drew Pearson, Washington columnist and radio commentator, last week also loosed an attack on the Cox committee and its counsel in his syndicated *Washington Merry-Go-Round* column. It was generally thought the attack was inspired within the FCC.

Durr Plea Inactive

Meanwhile, the petition of Commissioner Durr to have Rep. Cox disqualified as a member of the investigating committee still languished before the House Judiciary Committee. Congressional observers indicated that it might remain there for good.

The committee discussed the Durr petition on May 27, but took no action. The matter was not even raised at two subsequent meetings. Members of the committee expressed doubt that it had jurisdiction to pass on appointments made by Speaker Rayburn, who named Judge Cox to head the five-man committee. Other members of the committee are: Edward J. Hart (D-N. J.), Warren G. Magnuson (D-Wash.), Richard B. Wigglesworth (R-Mass.) and Louis E. Miller (R-Mo.).

A report published in *PM*, which has strongly opposed the Cox inquiry and favored the FCC position, stated that some members of the Judiciary Committee felt that Judge Cox should resign from Congress. There was no confirmation of this in any responsible Congressional quarter. And it was chalked up as another episode in the campaign directed from within the FCC to scuttle the Cox inquiry.

Kopf Honored

HARRY C. KOPF, vice-president in charge of NBC Central Division, spoke last week at the convention of the Council on Candy as Food in the War Effort, meeting in Chicago. His subject was the NBC weekly program, *Washington Reports on Rationing*, sponsored by the Council. Mr. Kopf recently received an award of merit for his work in the aviation procurement program of the Army Air Force, and was also appointed national patron of honor for his support of the American program of the military order of the Purple Heart.

WMCA Buys Space

WMCA, New York, last week started an advertising campaign in New York's dailies, marking the station's first use of newspaper space on a regular paid basis. Drive is an experiment extending over a period of six or seven months, with the possibility being continued for a year, and expanded to other than Manhattan papers in the area if successful.

"The program director of WFDF Flint Michigan said I should do my practicing on scales."

KMBC Food Production Contest Receives Praise

CONTEST to stimulate food production was concluded recently by KMBC, Kansas City, with award of $50 War Bonds by Phil Evans, station farm expert. Entries were received from more than 10,000 school children in Missouri and Kansas who were required to write letters on measures employed on their farms to increase food output and conservation methods in the home.

Mr. Evans

Lawrence Norton, Chairman of the Kansas War Board, praised the contest for its contribution to the war effort and in particular for stimulating more interest in food production. The contest was conducted by schools under the sponsorship of the Dept. of Agriculture War Board through KMBC.

Biow Names Kuhl

CAL KUHL, for 13 years producer of J. Walter Thompson Co., Hollywood, has been appointed executive producer of the Biow Co., according to announcement by Milton Biow, agency president, on June 1. Replacing Vick Knight who resigned in April, Kuhl will be headquartered in Hollywood.

"THIS HERE GLACIAL LAKE NOW MEANS BUSINESS FER SMART ADVERTISERS! IF YOU'D LIKE TO KNOW WHY—WRITE WDAY FOR A COPY OF THEIR NEW DATA BOOK!"

WDAY

FARGO, N. D.—5000 WATTS—N.B.C. AND BLUE AFFILIATED WITH THE FARGO FORUM

FREE & PETERS, NAT'L REPRESENTATIVES

RESULTS BRING RENEWALS

Montgomery Auto Company started WINNvertising in July 1940. They're still with us!

WINN
LOUISVILLE
with
WINN
Your
BLUE NETWORK STATION in LOUISVILLE, KY.

D. E. "Plug" Kendrick
President and General Manager
G. F. "Red" Bauer
Sales Manager

Stations Broadcast Special Appeals To Assist Public in Midwest Flood

AS FLOOD waters inundated regions along the Mississippi River and its tributaries, radio stations, as in 1937, swung into action, servicing wide areas with information and mobilizing relief. Reports have been coming in on the activities of stations in the flooded Midwest.

WLS, Chicago, at the personal request of Gov. Dwight H. Green, last Thursday broadcast from Beardstown, Ill., a word-picture account of the flood situation in that region. The special event was handled by Art Page, WLS farm director, while Don Kelly, special events director, assisted in working out the arrangements.

Sacks Wanted

WHBF, Rock Island, was called upon by the local office of civilian defense to broadcast an emergency appeal for sacks that would hold sand. The bags were to be sent to the Peoria area. Request for sacks was broadcast at 9 o'clock in the morning, and according to Col. Clyde R. Terry, executive director of the Rock Island County Defense Council, within 15 minutes after the broadcast, fire stations throughout the area were receiving them. At exactly noon a trailer truck loaded with 22,000 bags was on its way to Peoria, and by 3 o'clock 23,000 more had been collected and sent along to the flood area.

WMBD, Peoria, became the information source for the Peoria area. At the request of the Red Cross and local officials, the station remained on the air 24 hours for five successive days. Announcements were broadcast every half-hour on flood conditions, and large industrial concerns informed their employes when to come to work. The International Harvester Co., with 13,000 employes, changed from a three to a two-shift operation and changeover was made through announcements broadcast on the station. The station set up remote broadcasts from Beardstown on conditions of roads, etc. In addition, Boy Scouts were mobilized and appeals broadcast for sacks for sand. Immediate response to these appeals reinforced the levees at that junction.

Remote Lines Washed

The outlying districts of Quincy, Ill., were serviced by WTAD, Quincy. Although station remote lines to smaller towns were washed out, the station broadcast running bulletins and aided in the mobilization of the Illinois National Guard. Working with federal authorities and the Coast Guard, flood warnings and other information were broadcast under the direction of Roy Hampton, station news editor.

At first, KGGF, Coffeyville, Kan., broadcast only Weather Bureau releases about impending floods. But as the threat of disaster grew and KGGF was deluged with calls from officials and farmers concerning river stages at various towns in the Verdigris Valley, the station began to broadcast warnings in time for lowland dwellers to evacuate. Its flood service included summoning of the Civil Air Patrol.

When the Wabash River reached an all-time high of 27 feet, WAOV, Vincennes, Ind., aided in disaster relief, broadcasting emergency messages and carrying remote pickups from levees along the river and from flooded sections. Nearby George Field officials temporarily licensed a transmitter, completed in two sleepless nights by Ambrose Kramer, station engineer, to be used for evacuation messages. In answer to the local OCD appeal for trucks to carry people from flooded homes, 31 offers of trucks were received within a half-hour.

At the flood's height in the St. Louis area, Frank Eschen, special events director and broadcaster of KSD, presented an eyewitness account of the damage done by the turbulent Mississippi along with facts on the flood, as revealed by Capt. Stephen S. Yeandle, Coast Guard officer, and Col. Lawrence B. Feagin, Army engineer, who supervised flood control and relief.

Throughout the disaster areas, people clung to their radios as precious possessions, picking up additional bits of information as they waited to be evacuated. One listener was found sitting on a rooftop listening to his portable radio as he awaited rescue by the Civil Air Patrol.

Fort Wayne Floods

With 2,000 persons evacuated and many square miles under water in the region of Fort Wayne, WOWO-WGL played a significant role in the relief of flood stricken areas. Newscasters Bob Sherman and Fred Moore covered the disaster in shifts round-the-clock, giving flood news within seven or eight minutes after reports came through. The stations kept constant contact with control centers, and with health, water works, traffic, fire department and civilian defense authorities.

In addition to keeping the public accurately informed of local and national flood conditions, and broadcasting emergency traffic orders to prevent congestion in critical areas, the stations averted panic by spiking a widespread rumor that the Maumee dam had broken and that torrents were about to crash on Fort Wayne.

UNDER the auspices of ASCAP, a Rachmaninoff Memorial Concert will be given by the N. Y. Philharmonic Symphony Orchestra at Carnegie Hall, June 1, proceeds to go to the Armed Forces Master Records Inc. Organization purchases new records for distribution among servicemen.

PHILADELPHIA Orchestra has signed a long-term contract to record exclusively for Columbia Recording Corp.

Period Increases Allowed to Talent

Treasury Rule Clears Status Of Salaries Under Contract

RADIO artists may receive periodic salary increases called for by their individual contracts or may receive increases within the limits of the producer's salary rate range for the particular type of performance, leading or supporting roles, bit parts, guest appearances, etc., according to a letter from the Treasury Dept. received by the American Federation of Radio Artists last week. Copies of this letter and of the union's letter to the Treasury to which this is a reply have been mailed out to the AFRA membership for their information.

Text of Letter

Treasury letter, signed by Commissioner Guy T. Helvering, states, in part:

Periodic salary increases pursuant to individual contracts of employment of radio artists in the radio industry which are made from a salary rate of over $5,000 per annum, pursuant to a contract in effect on October 3, 1942, or from a salary rate of under $5,000 per annum, pursuant to a contract in effect on October 27, 1942, will not require the approval of this office provided the increases are reasonable in amount.

With regard to the question of salary rate schedules, it is the position of this office that producers may pay salary increases which are reasonable in amount to radio artists and to make salary payments to such artists within the limits of the producer's salary rate ranges which were in existence as of October 3, 1942. It should be noted that the highest salary paid on October 3, 1942, for any job classification is the limit beyond which salaries may not be increased without approval. A radio producer may file salary rate schedules which were in existence prior to October 3, 1942, but must file salary rate schedules established thereafter, with Regional Offices for approval. Such salary rate schedules should cover each radio program or programs being produced or to be produced and should contain:

(a) a salary rate range for leading roles, supporting roles, free-lance and spot artists (including bit players), and guest stars, and

(b) if the producer has or intends to establish a policy of regularly increased salary payments to employees, such salary policy should be reduced to writing and submitted with the salary rate schedule. Such policy should state the frequency and amount with which such increases are made, or are to be made, as, for example, at the end of each 13-week, 26-week, or 52-week cycle.

IT TOOK only two days for WMBG to sell 5,000 tickets for Bob Hope's appearance at the Mosque Theatre, Richmond, June 6. Tickets were sold at two large department stores to War Bond buyers.

WBNX
5000 Watts
THE MOST INTIMATE AND EFFECTIVE SALES APPROACH TO AMERICA'S LARGEST MARKET.
New York City
FOR OFFENSE · FOR DEFE
BUY U S BONDS

XUM

BLUE LETTER TO AFFILIATES

...T of letter to BLUE affiliates, ...ed by Keith Kiggins, vice-pres... in charge of station relations, ...ows:

"In accordance with our previous ...ices to you, we have carefully ...idered the network regulations ...ulgated by the FCC and have ...ussed in detail with the mem... of your stations advisory com... the effect of those regula... upon our contracts.

"Since those regulations will ...ably become effective on June ..., 1943, we believe it to be in your ... interest and ours to attempt ... promptly as possible to arrive ... an equitable adjustment of our ...ractual relations in the light ... the regulations. With that end ...iew we have prepared and are ...arding herewith in duplicate ...odification of our agreement ...ch in our opinion will bring ... agreement into complete con...ity with the network regula... and which we believe you will ... satisfactory.

"The enclosed modification has ... discussed with Chairman Fly ... he has indicated that it is in ...pliance with the network regu...ons.

"If you have any questions con...ing the modification, please ...ise us at your earliest oppor...ity, otherwise, we shall appreci... your executing and returning ... copy to us."

Accompanying letter follows in ...ic form, with some variations ...rding to the location of the sta... and the amount of time its ...ract with the BLUE still has to ...:

First Call

"This letter supplements our ...ement for network affiliation ...h you dated. . . .

"1. We are pleased to extend to ... station the first call in its ...munity upon BLUE network ...gram service as permitted un... Section 3.102 of the regulations ... the FCC and accordingly the ... paragraph of Section 1 of our ...eaid agreement entitled "net... affiliation and program serv... is hereby modified to read as ...ows:

"In order that your station may ...me to serve the public inter..., convenience and necessity by ...casting programs of a quality ... character generally beyond the ...h of individual stations, BLUE ..., at its own expense, extend its ...gram transmission lines to your ...rol board at your main studios ... offer your stations the first call ... the community in which those ...ions are located upon all BLUE ...work programs scheduled to be ...adcast by a station in that com...nity. Such programs will be of ... variety, including musical, ...cational, religious, sports, pub... affairs, international and special ... programs.

"The network sustaining programs which we will offer to furnish are for sustaining use only and may not be sold by your station for commercial sponsorship or used for any other purpose, without our prior written consent."

2. Paragraph 2 of Section III of our aforesaid agreement is hereby modified to read as follows:

"III—Network optional time.

"(A-1) Insofar as Section 3.104 of the regulations of the FCC as amended Oct. 11, 1941, will permit, you hereby option us the hours designated below as network optional time, for the broadcasting of the network commercial programs which we furnish to you.

May Reject Programs

"Network optional time will be as follows (appropriate times according to the location of the station were inserted here):

"(A-2) Because of your public responsibility your station may reject any network program which you reasonably believe to be unsatisfactory or unsuitable or the broadcasting of which would in your opinion not be in the public interest or be less in the public interest than a program of outstanding national or local importance which you wish to substitute therefor, all in accordance with the provisions of Section 3.105 of the regulations of the FCC."

3. (This section set new expiration dates for contracts with more than two years to run, in accordance with the new ruling establishing that as a maximum time. Contracts expiring within the next two years retain these expiration dates.)

4. Each of the foregoing modifications shall become effective simultaneously with effective time of the particular regulations of the FCC to which such modification pertains and shall continue in effect for such time as that particular regulation remains in effect.

If the modifications herein proposed are satisfactory to you, will you kindly so indicate on the copy of this letter enclosed for that purpose and return that copy to us.

Frank L. Capps

FRANK L. CAPPS, 75, a pioneer of the American recording industry, died of a heart ailment last Wednesday night at Memorial Hospital, New York. He worked with Thomas A. Edison, inventing the spring-motor for phonographs, a vital part of the phonograph pick-up device, and held more than 50 other patents in that field. His shop, now devoted entirely to war work, is in charge of his daughter, Isabel Capps Rainey, who will carry on in his place.

WAR GAMES of the Army First Service Command, including a mock invasion of Massachusetts by paratroopers, were covered by the special events dept. of WTAG, Worcester. Broadcast included a pickup from the ARP Report Center, another from an observation post at the state armory, and explanations of the functions of defense units.

KEEP THE NEST EGG

More and more, management is recognizing the necessity of keeping a nest egg of consumer goodwill ready for the day when peacetime production begins again. The steady increase in the volume of radio advertising since Pearl Harbor shows it. Because radio is the accepted medium for goodwill building.

Radio gives people something they value—entertainment—to remember you by.

CFRB
TORONTO
860 KILOCYCLES

Surveys prove at least one quarter of all radios in Canada's richest market are *always* tuned to CFRB.

46%
($800,097,000)
OF ALL THE 1942 RETAIL SALES IN GEORGIA*

took place within the 0.5 mv/m daytime contour of WAGA.†

WAGA is the most economical medium to reach this huge market.‡

*Statistics from Sales Management's "Survey of Buying Power."

†*Measurement by Ring & Clark, Washington, D. C.*

‡Ask Headley-Reed for a copy of WAGA's new study, "How to Get More Listeners per Dollar in the Atlanta Market."

WAGA
Atlanta
A FORT INDUSTRY STATION
5,000 WATTS
DAY & NIGHT
NATIONAL REPRESENTATIVES
HEADLEY-REED COMPANY

Cosmetics Cited by FTC

CHIN-UP and Digitite, cosmetic preparations sold by L. R. Kallman, doing business as L. R. Kallman & Co., Chicago, have been cited for misrepresentation in radio and other advertising by the Federal Trade Commission. The only effect of either preparation, when used as directed, the complaint charges, is a temporary local astringent action which does not accomplish the results claimed.

ALTHOUGH technical and personnel problems for the BBC are more acute under wartime conditions, broadcasts to foreign countries have increased materially and domestic listening is definitely expanding, according to Edward R. Murrow, CBS London correspondent and European staff chief, now in this country for a short vacation. Mr. Murrow spoke at a New York luncheon in his honor given by CBS last Thursday.

ALL OVER AMERICA

PEOPLE ARE LISTENING TO

FULTON LEWIS, JR.

From Maine's woodsmen to California's cuties; from Florida's fishermen to Montana's ranchmen . . . everybody, from helper to executive, listens every night to the authoritative voice of Mutual's ace newscaster . . . Fulton Lewis, Jr. Indicative of his popularity are the reports of successful campaigns for advertisers sponsoring Fulton Lewis, Jr. Mr. Lewis has just celebrated the signing up of his 100th current sponsor . . . and many more are climbing on the Lewis bandwagon with all speed.

Last year Fulton Lewis, Jr. won the coveted DuPont award for the nation's best radio commentator. His name is one with which any sponsor would be proud to have his product linked. Sell him at your one-time quarter hour rate per week . . . Wire, phone or write WM. B. DOLPH. WOL WASHINGTON, D. C. . . . TODAY!

ORIGINATING FROM **WOL** WASHINGTON, D. C.
Affiliated with the MUTUAL BROADCASTING SYSTEM

CHAIN BROADCASTING REGULATIONS

(As Amended May 28, 1943)

3.101 **Exclusive Affiliation of station.**—No license shall be granted to a standard broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization [1] under which the station is prevented or hindered from, or penalized for, broadcasting the programs of any other network organization.

3.102 **Territorial exclusivity.**—No license shall be granted to a standard broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization which prevents or hinders another station serving substantially the same area from broadcasting the network's programs not taken by the former station, or which prevents or hinders another station serving a substantially different area from broadcasting any program of the network organization. This regulation shall not be construed to prohibit any contract, arrangement, or understanding between a station and a network organization pursuant to which the station is granted the first call in its primary service area upon the programs of the network organization.

3.103 **Term of Affiliation.**—No license shall be granted to a standard broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization which provides, by original term, provisions for renewal, or otherwise for the affiliation of the station with the network organization for a period longer than two years: *Provided*, That a contract, arrangement, or understanding for a period up to two years, may be entered into within six months prior to the commencement of such period.

3.104 **Option Time.**—No license shall be granted to a standard broadcast station which options [2] for network programs any time subject to call on less than 56 days' notice, or more time than a total of three hours [3] within each of four segments of the broadcast day, as herein described. The broadcast day is divided into 4 segments, as follows: 8:00 a.m. to 1:00 p.m.; 1:00 p.m. to 6:00 p.m.; 6:00 p.m. to 11:00 p.m; 11:00 p.m. to 8:00 a.m.[4] Such options may not be exclusive as against other network organizations and may not prevent or hinder the station from optioning or selling any or all of the time covered by the option, or other time, to other network organizations

3.105 **Right to reject programs.**—No license shall be granted to a standard broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization which (a), with respect to programs offered pursuant to an affiliation contract, prevents or hinders the station from rejecting or refusing network programs which the station reasonably believes to be unsatisfactory or unsuitable; or which (b), with respect to network programs so offered or already contracted for, prevents the station from rejecting or refusing any program which, in its opinion, is contrary to the public interest, or from substituting a program of outstanding local or national importance.

3.106 **Network ownership of stations.**—No license shall be granted to a network organization, or to any person directly or indirectly controlled by or under common control [5] with a network organization, for more than one standard broadcast station where one of the stations covers substantially the service area of the other station, or for any standard broadcast station in any locality where the existing standard broadcast stations are so few or of such unequal desirability (in terms of coverage, power, frequency, or other related matters) that competition would be substantially restrained by such licensing.

3.107 **Dual network operation.**—No license shall be issued to a standard broadcast station affiliated with a network organization which maintains more than one network: *Provided*, That this regulation shall not be applicable if such networks are not operated simultaneously, or if there is no substantial overlap in the territory served by the group of stations comprising each such network.

3.108 **Control by networks of station rates.**—No license shall be granted to a standard broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization under which the station is prevented or hindered from, or penalized for, fixing or altering its rates for the sale of broadcast time for other than the network's programs.

Effective Date of Regulations.—These regulations shall become effective 12 noon, a.m., Eastern War Time, June 15, 1943, unless otherwise required by court order: *Provided*, That the effective date of Regulation 3.106 with respect to any station shall be extended from time to time in order to permit the orderly disposition of properties; *Provided further*, That the effective date of Regulation 3.106 shall be suspended indefinitely with respect to regional network organizations; and *Provided further*, That the effective date of Regulation 3.107 shall be suspended indefinitely by any further order of the Commission placing said Regulation 3.107 in effect, to provide for not less than six months' notice and for further extension of the effective date from time to time in order to permit the orderly disposition of properties.

[1] The term "network organization" as used herein includes national and regional network organizations. See Chapter VII of Report on Chain Broadcasting.

[2] As used in this section, an option is a contract, arrangement, or understanding, express or implied, between a station and a network organization which prevents or hinders the station from scheduling programs before the network agrees to take the time during which such programs are scheduled, or which requires the station to clear time already scheduled when the network organization seeks to utilize the time.

[3] All time options permitted under this section must be for specified clock hours expressed in terms of any time system set forth in the contract agreed upon by the station and network organization, subject from daylight saving to standard time or vice versa may or may not shift the specified hours correspondingly as agreed by the station and network organization.

[4] These segments are to be determined for each station in terms of local time in the location of the station but may remain constant throughout the year regardless of shifts from standard to daylight saving time or vice versa.

[5] The word "control" as used herein is not limited to full control but includes such a measure of control as would substantially affect the availability of the station to the networks.

GET RESULTS!

USE **WBNS**

CENTRAL OHIO'S ONLY CBS OUTLET

Ask Any Blair Man or Us!

GUARDIA ACTION CONTINUES WNYC

NTINUED operation of WNYC, York, as a municipal station believed settled by action of r LaGuardia in vetoing prac- y all of the budget slashes by the City Council, one of h would have deprived WNYC upport from city funds. The ncil suggested that the City money on the station by ng it to a commercial operator ADCASTING, May 31].

Council has until June 10 to over- the Mayor's veto, which re- ed all but about $50,000 of the 65,000 cut from the 1943-44 get by the Council, but it is be- ed a practical impossibility for supporters of the reductions to re from the 26 Council mem- s the 20 votes necessary to kill veto. If the veto is not killed, next year's budget will go into ct as revised by the Mayor, and NYC will continue as before.

explaining his veto on this t, the Mayor said: "The Mu- pal Broadcasting System of the of New York is the outstand- and foremost non-commercial, licly owned and operated broad- ing station in the country."

* * *

Continuation Urged

PLEA for Mayor La Guardia of w York to insure continuation of NYC as a non-commercial mu- pal station by vetoing a city ncil action cutting the station's 4,915 appropriation from the dget was written last week by eph Lang, general manager of HOM, Jersey City. Plea was ed on the station's programming rd, and its service as a local co- inator of public service broad- ts.

Mr. Lang assured the Mayor his n was "purely a businessman's e" "for I have no ax to grind mercially or politically". He ted out that WNYC and HOM were not in competition e his station caters to foreign uage programs.

"The very presence of an inde- ndent, non-commercial station icated to civic public service, en- tainment, and the higher type entertainment," Mr. Lang wrote, a healthy situation which should be eliminated from the New rk scene."

KVWC BROADCASTS
New Type Institutional Show For Waggoner Estate

TURNING for the first time to radio institutional advertising, the W. T. Waggoner Estate of Vernon, Texas, a vast ranch and oil property covering a half million acres, sponsors a new type of patriotic broadcast on KVWC, Mutual affiliate in Vernon. Aired three times weekly, the quarter-hour program, *Trails to Glory*, pays tribute to the men and women who have left "the fringe of the Waggoner Ranch to serve with America's armed forces."

Ninetieth broadcast in the series was aired June 1. Thomas Hudson McKee, promotion manager at KVWC, writes the scripts and gives the dramatized tributes. He shares the show with Manager W. D. Dixon, who presents biographical sketches of the saluted, based on a combination of questionnaires and personal interviews. Transcribed music and effects are handled by William Parady.

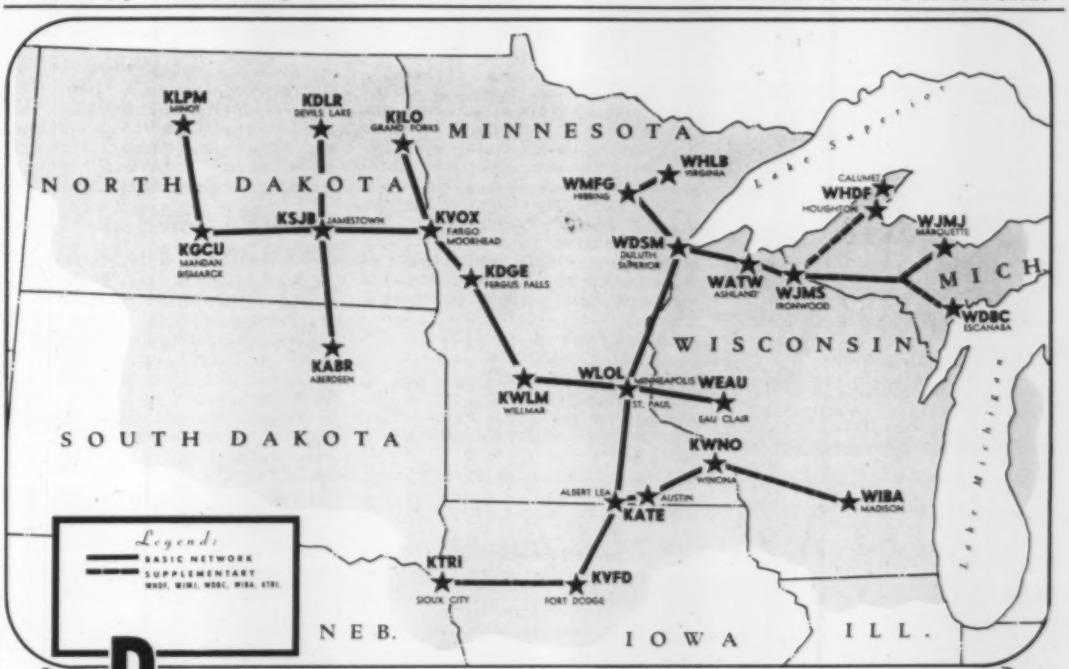
Copy of the script in a memorial folder and a personal letter from Mr. McKee goes to the family of each service man concerned, as a keepsake. Four women, two Army nurses and two members of the WAAC, have so far been honored on the program.

LILLIAN RANDOLPH (Birdie) of the weekly NBC *Great Gildersleeve*, has been signed for a singing role in a Republic film.

De Bow Named

PETROLEUM ADVISERS Inc., New York, announced last week that Tom De Bow had been named manager of the advertising and news department, which handles advertising of petroleum products marketed by the subsidiaries of Cities Service Co., New York. Elliott McEldowney, who handled advertising and news, resigned with James Delaney, June 1, to join Foote, Cone & Belding, New York.

MEREDITH WILLSON, formerly musical director of NBC *Maxwell House Coffee Time* and now captain in the Army Special Services Division, is composer of the novelty war song, "Ke-Toky-I-O", introduced on recent broadcast of *Chase & Sanborn Show*.



Beat Manpower-Distribution Problems...
Come to "Golden Acres"

Survey Just Completed on Rich, Vital NCBS Market to Help You!

Just made by North Central Broadcasting System for you . . . a complete, intimate study of manpower and distribution facts in this rich market . . . "Golden Acres." This valuable survey *tells you* the *leading food* and *drug jobbers* . . . *location* of their *branches* and *warehouses* . . . *number* of *salesmen* covering NCBS area . . . class A & B *retailers* . . . *products stocked* . . . *turnover*. These and many other vital facts you need to know about this great market are yours for the asking . . . to help you secure the shortest cut to greater sales and profits in America's "Golden Acres" where retail sales last year were $2,186,631,000. Write or phone us today for this helpful, profit-making study . . . and beat manpower-distribution problems in this 2-billion dollar market!

NORTH CENTRAL BROADCASTING SYSTEM, INC.

JOHN W. BOLER, President

New York
8 East 41st Street
Lexington 2-6892

St. Paul, Minnesota
Commodore Hotel

Chicago, Illinois
360 North Michigan Avenue
State 4214

U.P.

THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

UNITED PRESS

The TEXAS RANGERS now

Selling Beer on WIRE

Indianapolis

...also selling many other products on many other stations.

George E. Halley

TEXAS RANGERS LIBRARY

HOTEL PICKWICK • KANSAS CITY, MO.

RADIO ADVERTISING TRENDS ANALYZED

RADIO advertising has shown the sharpest rise of all media and has increased in volume without interruption, proving itself the exception to the rule, according to a survey by Kenneth Davis of the Division of Industrial Economy of the Commerce Dept., writing in the June issue of *Domestic Commerce*.

Mr. Davis reported general advertising volume in the first quarter of 1943 increased 8% over the year before, with radio continuing its rapid pace and handling the greatest volume in its history.

Contributions of time and space in behalf of war bonds is regarded by Mr. Davis as "the most significant point of contrast" between advertising in the first quarter of 1943 and that appearing in the same period a year ago. "It is practically impossible today", he points out, "to read through any publication or listen to any series of radio programs without coming upon examples of the new advertising technique."

Discussing the increase in the volume of radio advertising, Mr. Davis declares: "As the youngest of the more widely used vehicles of advertising, radio is still growing strongly, and what its proportionate place in the field will be remains to be determined.

BETTY RHODES, star of MBS *The Fleet's In*, has been signed to a term contract by Paramount Pictures, and scheduled for leading feminine role in the film, "Rainbow Island".

ACTRESS 80 YEARS OLD is reading a testimonial from a 90-year-listener on Noxzema's *Quiz of Two Cities* on WTIC, Hartford. In r life she is Mrs. Lihou, tax-collector of Bloomfield, Conn., and a gre grandmother. Admiring "youngsters" are (l to r): Bernard Mull commercial announcer; Paul Lucas, co-producer of the show; Geo Bowe, m. c. The quiz involves Hartford, Conn., and Springfield, Ma

Blue Stations Are Cited For Adult Education Aid

AMERICAN Economic Foundation, through its board of trustees, is giving awards to a number of BLUE stations for their contributions to adult education through promotion of public discussion. The BLUE's *Wake Up America* series is presented under the auspices of the Foundation. Designated as recipients of merit are stations located in those cities saluted as "honor cities" on the program during the past two years; also those which have cooperated in carrying the recent national intercollegiate debates sponsored by the Foundation, as well as the *Wake Up America* broadcasts from week to week. Stations receiving the commendation include: KGO KECA KQV WXYZ WJBO KSCJ WJHP WENR WRNL KFBI KUTA WSUN WJZ WEMP KOWH WTOL KJR WDEF KSO KGKO WTRY KABC WFIL WREN WFIL. Board will meet this week to select additional stations.

HOMER REPLOGLE, former branch manager of the Cleveland department of the Ohio Match Co., has been appointed sales manager of Harold H. Clapp Inc., Rochester, in charge of retail sales operations. The company uses radio for the promotion of its baby foods.

WATSON, DODD ITE SNARES COMMITTE

INABILITY of House and Sena conferees to agree on an amen ment to the Urgent Deficienc Bill which would have fired t FCC employes, Dr. Goodwin W son and Dr. William E. Dodd, both of the Foreign Broadcast I telligence Service, was a princi item holding up final action on t bill last week.

Conferees met and agreed about 60 amendments, but were able to come to terms on Wat and Dodd when House conferees fused to give up the House proved item striking the two fr the payroll. The Committee me bers reported to their Houses instructions.

Indications were that the Ho would continue to insist on dis sal of the two, together with Robert Morss Lovett, Governm Secretary of the Virgin Islan Rep. Vorys (R-O.), in a letter his constituents, assailed Dr. W son, asserting that he believed overthrow of the American sys by force and revolution.

MESSCHER & STOCK, Chi (Fiego beverage), on May 29 sta morning quarter-hour weekly ne cast on WBBM, Chicago. Agenc Goldman & Gross, Chicago.

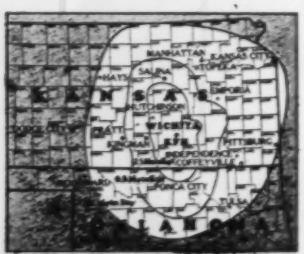
MEET A *Young Charmer* WITH A FUTURE

Photo by Montague Studios

Barbara McDowell is a Wichita "BOOM - BABY". "Boom - Baby" because she was born in a "Boom-Town". Facing a bright future because Wichita is a "Boom-Town" with a future. Barbara's dad is building for his family's future at Wichita's Boeing Aircraft plant.

Are you building your present and future sales in Wichita?

Today Wichita ranks first among all sales hot spots in the Middle West—and fourth in the entire country. KFH—the only full-time, 5000-watter in Kansas—is ready to do the job for you.



That Selling Station

In Kansas' Biggest, Richest Market!

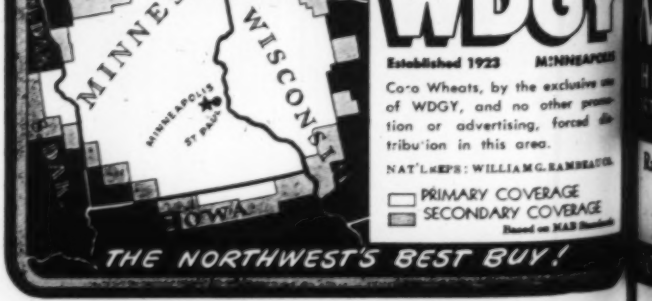
KFH

WICHITA

CBS . . . 5000 WATTS DAY & NIGHT

CALL ANY

EDWARD PETRY OFFICE



XUM

BC Submits Waivers to Affiliates

ges Informs Stations garding New FCC Time Regulations

LOWING is the full text of letter sent by William S. , NBC vice-president in ge of stations, to affiliates of network, designed to make affiliation contracts conform new FCC network regula- effective June 15:

y hereby release you of any tion you may now have to dcast any network commercial gram we may offer you if the gram offered by us occurs at a conflicting with the time for ch you are committed to broad- a program of another network if the program offered by us is ed on less than 56 days notice you or if the program offered us does not occur within the wing hours, New York City : (Here are inserted times ilable to each time zone).

Broadcast Obligations

The aforementioned waiver respect to your obligations to dcast our network commercial grams is made, however, with understanding that you will ense to broadcast each of our work commercial programs ch you are already obligated to dcast in periods of time out- the hours mentioned above, in no event beyond the period which we are presently com- ted to the respective sponsors eof to deliver your station.

We further waive any rights ch we may have under said tract which may be inconsistent the provisions of section of said regulations.

We assume you will desire to ve any right which you may under said contract which be in conflict with section In that event we hereby you the right of first refusal, for seventy-two [72] hours, your primary service area upon network programs, provided, ever, we shall have the right permit any of our programs to broadcast by any station now ularly broadcasting our pro- ms or by any station which may substituted therefor by us as affiliate in the same community any such station.

"Each of the foregoing waivers shall become individually effective at such time as the corresponding regulation pursuant to which the waiver is made becomes effective and shall continue in effect for so long as that regulation is in effect.

"As you recall we have previously waived all rights under said contract which may have been inconsistent with section 3.101 and 3.103 of the regulations.

Contract Expiration

"With respect to section 3.103, we will assume unless we hear from you to the contrary that our contract shall expire two years after the effective date of this section with the undersanding that should this section be subsequently modified or be made ineffective within a period of two years from the effective date thereof so as to make licensees having network contracts extending for a duration longer than two years eligible for a renewal of their license, it is agreed our contract shall expire on the date presently specified or on the latest day permissable under any such modification, whichever date shall earlier occur. The foregoing change in expiration dates shall not affect, of course, any earlier rights of termination of either party which may now be contained in said contract."

[The above paragraph is included only in letters to stations whose present contracts with NBC have more than two years to run. Stations with contracts expiring in less than two years were notified that those expiration dates remain unchanged.]

GILLETTE SPONSORS ALL-STAR BASEBALL

GILLETTE Safety Razor Co., Boston, has purchased for $25,000 the broadcasting rights to the 1943 all-star baseball game between the National and American leagues, to be played Tuesday night, July 13, or at 1:30 p.m. July 15, if postponed. Game will be broadcast here on over 200 Mutual stations; in Canada through the facilities of the CBC, and will be shortwaved abroad.

The $25,000 as well as all other receipts will be turned over to the major league's baseball equipment fund to provide baseball equipment for the armed forces, according to Baseball Commissioner Kenesaw M. Landis, and J. P. Spang Jr., Gillette president, who made the announcement. Deal marks the first time that the all-star game has had an exclusive radio sponsor. Agency is Maxon Inc., New York.

Spots for "Dixie"

AN EXTENSIVE radio campaign to promote "Dixie", Paramount technicolor musical starring Bing Crosby and Dorothy Lamour, started June 10 on Crosby's *Kraft Music Hall* program on NBC, to which he returns after a sojourn in Mexico. Crosby will introduce music from the picture. His July 1 broadcast on NBC will also be dedicated to "Dixie" as the great rallying song of the South and to the "Fighting Sons of the South", with Dorothy Lamour as a special guest.

Prior to the picture's release in southern cities, Paramount has bought local spot announcements and station-breaks in Atlanta, Richmond, Charlotte, Nashville, Birmingham, New Orleans, Montgomery, Louisville, Dallas, Ft. Worth, Houston, Memphis, Newport News and Norfolk. Agency is Buchanan & Co., New York.

Always Popular Now More POWERFUL

WCAO

The Voice of Baltimore

NOW 5,000 WATTS DAY & NIGHT 600 KC

The Only Columbia Station in Maryland

★

Paul H. Raymer Co.

National Sales Representative

New York • Chicago • San Francisco • Los Angeles

Riding a Sure Thing

The Boise Branch of a Nation-Wide Mercantile Organization use KIDO "EXCLUSIVELY" and for the "FIRST TIME" in a Semi-Annual Sale.

The Boise Branch reached 109.74 of its Quota.

Place your money on a "SURE THING"

KIDO-BOISE, IDAHO

For more information consult John Blair & Co.

WHKY HICKORY NORTH CAROLINA 5,000 WATTS DAY 1,000 WATTS NIGHT

Radio Homes Coverage 144,823

National Representative Howard H. Wilson Co.

MBC BLUE NETWORK

WCHS
CHARLESTON, W.VA.
Home of the world's largest synthetic rubber plant.

Stovin and Wright
RADIO STATION REPRESENTATIVES
offices
MONTREAL • WINNIPEG
TORONTO

Buy LISTENERS
Buy
WFMJ
covering greater Youngstown
More listeners, more hours of the day than any other radio station heard in the Youngstown, O., area.*
* C. E. HOOPER, Inc.
Blue Network
Headley-Reed, Rep.

5000 WATTS 1330 KILOCYCLES
WEVD
NEW YORK'S STATION OF DISTINCTIVE FEATURES
ENGLISH • JEWISH • ITALIAN
The roster of advertisers using WEVD year after year reads like "Who's Who in National Advertising." List on request.
HENRY GREENFIELD, MANAGING DIRECTOR
WEVD—117 W. 46th Street, New York, N. Y.

CBS Submits New Options to Affiliates

Local Time to Govern Contracts Under New Rules

CALLING upon its affiliated stations for cooperation and teamwork, CBS May 29 sent to its affiliated stations a detailed telegram blanketing in changes in contracts necessitated by the FCC's network regulations, scheduled to become effective June 15.

Specified in the telegram were hours to be optioned for each time zone, pursuant to the Commission's determination that local time rather than Eastern War Time would govern. The telegram, signed by Herbert V. Akerberg, vice-president in charge of station relations, pointed out that FCC Chairman James Lawrence Fly had "indicated that the modifications" comply with the regulations. Stations were asked to confirm the agreement by wire. Chairman Fly gave his assent, it is understood, late May 28, and the telegram was dispatched the following day.

Following is the full text of the CBS telegram:

"The affiliation agreement between us provides that the obligations under it are subject to all applicable FCC regulations. Since the FCC regulations applicable to stations engaged in chain broadcasting are expected to become effective on June 15, 1943, and in order that your affiliation agreement may comply with the applicable provisions of those regulations, we wish to notify you that:

"FIRST. So long as Section 3.101 shall be in effect, you will be under no obligation to refrain from broadcasting the programs of any other network organization, but it is equally understood that you are under no obligation to broadcast any programs of any other network organization.

Program Obligations

"SECOND. So long as Section 3.104 shall be in effect you will be under no obligation to accept any Columbia network program (a) on less than 56 days' notice or (b) for broadcasting during a period in which you are obligated by contract to broadcast a program of another network or (c) in any hours other than the following: (Insert 1, 2, 3 or 4 whichever is applicable). You are of course at complete liberty to accept network commercial programs which we may offer in hours other than those specified above.

"THIRD. So long as Section 3.105 shall be in effect, you shall be relieved of any obligation which would hinder or prevent you from rejecting programs to the extent that such obligations are inconsistent with Section 3.105.

"FOURTH. If the term of your affiliation agreement presently extends beyond June 14, 1945, such agreement will terminate June 14, 1945, provided that if Section 3.103 shall be rescinded or modified prior to that date, such agreement shall remain in effect until its present expiration date or such earlier date as may be permitted by such regulation. If the term of your affiliation agreement does not presently extend beyond June 14, 1945, but contains an option or options giving us the right to extend the term beyond June 14, 1945, the options which give us the right to extend the term of the affiliation agreement beyond June 14, 1945, are suspended; provided, however, that if and to the extent that rescission or modification of such section shall permit such options shall be reinstated.

"FIFTH. So long as Section 3.102 shall be in effect, we shall be released from any obligation which prevents us from furnishing a Columbia network programs to station serving a substantially di ferent area from that served you or from furnishing Colum network programs which you do take to another station serving su stantially the same area, exc that we shall not offer any Colu bia network program, whet sponsored or sustaining, to a other station which serves su stantially the same area as y station without giving you fi refusal of such program.

(Optional) The option time sp cified in SECOND above will nec sarily be uniform to all stations each time zone as no other wo be at all practicable for either y or us as to sponsored network pr grams. Therefore, we are sure y will understand the necessity foregoing your present exem

CBS TIME ZONE OPTIONS

FOLLOWING are time options specified by CBS, by time zones, in its telegram making all affiliate contracts conform to new network regulations, effective June 15 (see Paragraph SECOND in text on this page):

Insert 1 for eastern time zone stations only is:

Mondays, Tuesdays, Wednesdays, Thursdays, Fridays, Saturdays, 9:45 a.m. to 12:45 p.m., 1 p.m. to 3 p.m., 5 p.m. to 6 p.m., 7 p.m. to 10 p.m., and on Sundays, 10 a.m. to 1 p.m., 1:30 p.m. to 3 p.m., 4:30 p.m. to 6 p.m. and 7 p.m. to 10 p.m. (all periods expressed in New York time current on the date of broadcast.)

Insert 2 for central time zone stations only is:

On Mondays, Tuesdays, Wednesdays, Thursdays, Fridays and Saturdays, 10:45 a.m. to 12:45 p.m., 1:00 p.m. to 3:00 p.m., 4:00 p.m. to 6:00 p.m., 7:30 p.m. to 10:00 p.m. and 11:00 p.m. to 11:30 p.m. and on Sundays, 10:30 a.m. to 1:00 p.m., 1:30 p.m. to 3:00 p.m., 4:30 p.m. to 6:30 p.m., 7:30 p.m. to 10:00 p.m. and 11:00 p.m. to 11:30 p.m. (all periods expressed in New York time current on the date of broadcast.)

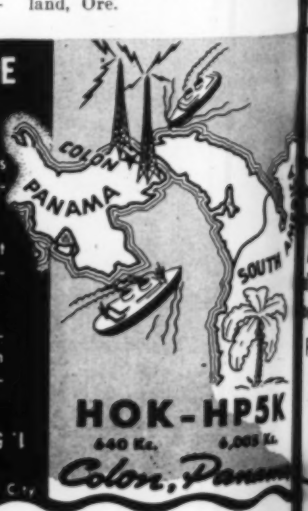
Insert 3 for mountain time zone stations, except KGVO, KFBB and KTUC is:

On Mondays, Tuesdays, Wednesdays, Thursdays, Fridays and Saturdays, 11:45 a.m. to 12:45 p.m., 1 p.m. to 3:00 p. m., 4:00 p.m. to 6 p.m., 7:00 p.m. to 7:30 p.m., 8 p.m. to 10:00 p.m., and 11:00 p.m. 12 midnight; and on Sundays, 11 a.m. to 1:00 p.m., 2:00 p.m. to 3 p.m., 4:30 p.m. to 7:30 p.m., 8:00 p. to 10:00 p.m. and 11:00 p.m. to midnight (all periods expressed New York time current on the da broadcast.)

Insert 4 for Pacific time zone tions and KGVO, KFBB, KOY KTUC is:

On Mondays, Tuesdays, Wed days, Thursdays, Fridays and Sa days, 11:45 a.m. to 12:45 p.m., 1 p.m. to 3:00 p.m., 4 p.m. to 6:30 p.m., 7 to 7:30 p.m., 9 p.m. to 10:00 p.m. to 1 a.m. and on Sundays, a.m. to 1 p.m., 2 p.m. to 3 p.m., p.m. to 7:30 p.m., 9 p.m. to 10 and 11 p.m. to 1 a.m. (all periods pressed in New York time current the date of broadcast.)

The words "optional" follow FIFTH were not included in the to stations. The two sentences betw those words were included only wires to Baltimore, Buffalo, Cleve Columbus, O.; Detroit, Ithaca, P burgh, Richmond, Worcester, C Rapids, Dallas, Des Moines, G Forks, Kansas City, Louisville, K ville, New Orleans, Topeka, S City-Yankton, Salt Lake City, P land, Ore.

TEST YOUR KNOWLEDGE OF PANAMA
1 What percentage of Panama's present population speaks English?
2 Name the Panama station that carries English programs exclusively every evening.
3 How can you tell your advertising story to the big, rich English-speaking Panama population?


HOK-HP5K
640 Kc. 5,000 Kc.
Colon, Panama
Rep. Melchor Guzman Co. Inc.
9 Rockefeller Plaza, New York City

XUM

in return for this new allocation and our waiver of your obligation to take network programs in other than those specified in paragraph SECOND is conditioned upon your foregoing your present right time. (Optional).

We appreciate, of course, that regulations do not in any way affect present network business or right network orders which have been accepted, or impair your complete freedom to accept orders in the future which may be either within or outside of the hours specified under SECOND above.

We have discussed with Chairman Fly the effect of the regulations upon our affiliation contracts as outlined above and he has indicated that the modifications set forth above comply with the regulations. Please wire us your confirmation of the changes in our affiliation relationship outlined above.

We are confident that with your wholehearted and loyal co-operation we can maintain a high level of network commercial business for the benefit of all CBS stations and thus be able to continue the financially high level of sustaining service we render to you and to your listening public. Our determination to render the very best possible network service is not in any way affected by the fact of these regulations but will depend henceforth to a far larger degree on your own recognition of the common problems which now face us as a network organization and you as an affiliated station."

Roma Spots

ROMA WINE Co., subsidiary of Roma Wine Distillers Corp., is supplementing its network advertising with a spot radio campaign on 15 foreign language stations. Campaign started May 23 and will continue for a year, using both live and transcribed announcements. Announcements are aired on WBBM WHOM WOV WPEN WSAI and KLS, and Polish announcements on WGES WBNX and WNYC, the latter station also using English commercials. Roma Wine's revised CBS program starts June 3. Agency is McCann-Erickson, New York, and San Francisco.

C. J. Burnside Tells Growth of Radar As Developed, Built by Westinghouse

WESTINGHOUSE has been active in Radar production since 1937, C. J. Burnside, manager of the Westinghouse Radio Division said last week, adding that the firm is now making 41 times as much of the equipment as it did when the National Defense Program got underway in 1940.

During 1937, Mr. Burnside said, Westinghouse developed the key electronic tube for the first Army radar equipment for detecting enemy aircraft. He said this pioneering enabled the firm to place proven field radar apparatus in the hands of the armed forces several months before the attack on Pearl Harbor.

At Pearl Harbor

"It was one of the early Westinghouse radar units," Mr. Burnside asserted, "which detected and located Japanese planes some 30 minutes before they attacked on Dec. 7, 1941."

Mr. Burnside said that in addition to its mass production of the radar equipment, Westinghouse is continuing its studies of apparatus to "beamcast" radio waves, research which was begun nearly 10 years ago near East Pittsburgh, Pa. The work is carried on by specially recruited physicists and engineers in cooperation with the National Defense Research Committee, the Naval Research Laboratory and the Army Signal Corps.

"Beamcasting" was first demonstrated publicly by Westinghouse in 1933 at the Century of Progress Exposition in Chicago. Until a few years ago, however, the maximum power of the ultra short waves involved was about one watt. Equipment now used makes possible considerably more power for radar apparatus.

Mr. Burnside explained that one of radar's great advantages over the outmoded acoustic detectors, those large listening horns once familiar sights in news reels, is that radar travels at 186,000 miles a second—the speed of light—while sound travels at only 700 miles an hour, hardly double the speed of a fast bomber.

Writer Shortage

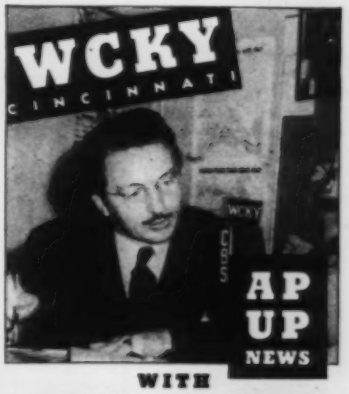
ANOTHER attempt to obtain essential classification status for radio writers and performers from the War Manpower Commission will be made by OWI as result of strong showing of opinions at a Hollywood industry meeting on May 27. Promise was made by Donald D. Stauffer, new chief of the radio bureau, OWI, to more than 250 top actors, writers, producer, agency, network and station executives attending the meeting staged in NBC studios. He was on the West Coast primarily to outline present and future plans of his office. Only 75 of 300 members of Radio Writers Guild are still working in the Los Angeles area.

Scheer Test

IN A FOUR-WEEK test campaign for Scheer Liquid Hosiery, Gold Medal Products Co., Brooklyn, on May 22 started participations in the *Meet Frances Scott* program on WHN, New York, heard daily, 8:30 a.m. Agency for Gold Medal Products Co. is W. L. Vomack Co., N. Y.

Worcester Salt Plans

WORCESTER SALT Co., New York, advertising account has been given to J. Walter Thompson Co., Chicago. Plans are not definite. Worcester Salt was acquired recently by Morton's Salt Co., Chicago, whose advertising has been handled by the agency since early 1942.



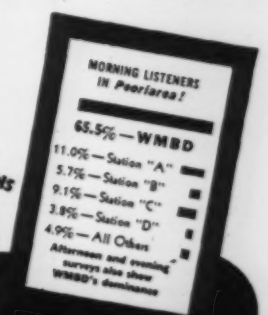
WITH
REX DAVIS
4 TIMES DAILY

THE RIGHT INTRODUCTION
Builds Solid Friendships

No outsider has built the enduring friendships that WMBD enjoys in PEORIAREA! Folks here depend on Peoria's only radio station for entertainment, news, and public service features. It's the *one* medium that gives complete coverage of PEORIAREA—17 of Central Illinois' richest agricultural-industrial counties.

CONLAN SURVEY SHOWS WMBD DOMINANT

36,955 completed calls survey by Robert S. Conlan & Associates proves WMBD far out in front morning, afternoon, and evening. It's an eye-opener!


MORNING LISTENERS IN Peoriarea?
65.5% — WMBD
11.0% — Station "A"
5.7% — Station "B"
9.1% — Station "C"
3.8% — Station "D"
4.9% — All Others
Afternoon and evening surveys also show WMBD's dominance

HEART OF ILLINOIS

WMBD PEORIA, ILL.

FREE & PETERS, Inc.
Exclusive National Representatives

CALL *Free & Peters or write WMBD*

* * *

WMBD IS A MEMBER OF CBS

THIS MINUTE!

Exclusive sales rights for the United States, Canada and Mexico for the radio feature "THIS MINUTE" have been acquired by the W. E. Long Co., 155 North Clark Street, Chicago, Illinois.

All negotiations relative to "THIS MINUTE", for visual or aural presentation, must be negotiated with this company.

Franchises are open in many radio cities.

THE W. E. LONG CO.
155 North Clark Street, Chicago, Ill.

Metropolitan Savannah ration book total over 143,000. New thousands in men and money in this major Georgia market.

WTOC
SAVANNAH · GA.
CBS · 5000 WATTS

AP
WHEB, Portsmouth, N. H.
. . . "Washington Inside Out" sold on first contract.
Bert Georges
available through
PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York, N. Y.

KGW
PORTLAND, OREGON
"KEY TO THE GREAT WEST"
5,000 Watts—620 Kilocycles
NBC RED NETWORK
Represented Nationally by
EDWARD PETRY & CO., Inc.

KXOK
ST. LOUIS MISSOURI
630 KC. 5000 WATTS FULL TIME
Represented Nationally by
WEED & CO.
BLUE NETWORK

NAB Board

(*Continued from page 11*)

ident Neville Miller, were Nathan Lord, WAVE, Louisville; G. Richard Shafto, WIS, Columbia, S. C.; James W. Woodruff, Jr., WRBL, Columbus, Ga., and Ed Yocum, KGHL, Billings, Mont. Holdover members named at the NAB War Conference in Chicago last April, are Don S. Elias, WWNC, Asheville; Clair R. McCullough, WGAL, Lancaster; James D. Shouse, WLW, Cincinnati; Frank M. Russell, NBC Washington vice-president; Joseph H. Ream, CBS vice-president and secretary. All are board members.

Earlier Friday members of the board conferred with Senator White (R-Me.) regarding the bill which he co-authored.

Among the actions taken by the board, aside from the overall legislative effort, was adoption of a resolution opposing the Bankhead bill (S-1073) to subsidize newspapers through publication of Government advertising to the extent of 30 million dollars annually. The resolution expressed the opposition of the NAB to any form of subsidy but instructed the NAB Small Stations Committee to impress upon Congress the necessity for equitable and like treatment of all media.

If Government funds are to be expended for advertising to alleviate the plight of small newspapers, then equitable amounts also should be allotted, upon a proper basis, to give aid to the 300 "loser" stations in remote areas, the board felt.

Members of the small station committee named last April, to whom the resolution was referred, are Mr. Woodruff, chairman; James R. Curtis, KFRO, Longview, Tex.; John Elmer, WCBM, Baltimore; Leo Fitzpatrick, WJR, Detroit; John J. Gillin, Jr., WOW, Omaha; Herbert Hollister, KANS, Wichita; Robert Hudson, Rocky Mountain Radio Council, Denver; William F. Maag, WFMJ, Youngstown; Marshall H. Pengra, KRNR, Roseburg, Ore.; Fred Schilpin, KFAM, St. Cloud, Minn.; H. E. Studebaker, KUJ, Walla Walla, Wash.; Art Thomas, WJAG, Norfolk, Neb.

Decision Analyzed

With all but three of its 26 members present, the NAB board met all day Thursday and all Friday afternoon. Friday morning was given over to individual contacts by board members regarding the legislative outlook and the modus operandi.

At the sessions, the board made a paragraph-by-paragraph analysis both of the Supreme Court opinion and the White-Wheeler bill (S-814). The court opinion was characterized by President Miller as "by common consent the most momentous in the history of radio." He added the board met to analyze in detail and take back to their districts an expression of the full import of the Supreme Court decision.

Present at the extraordinary sessions last Thursday and Friday of the NAB board, in addition to President Miller, were Paul W. Morency, WTIC, Hartford; Kolin Hager, WGY, Schenectady; Roy Thompson, WFBG, Altoona; G. Richard Shafto, WIS, Columbia, S. C.; James W. Woodruff Jr., WRBL, Columbus, Ga.; Hoyt B. Wooten, WREC, Memphis; Nathan Lord, WAVE, Louisville; John E. Fetzer, WKZO, Kalamazoo; Leslie C. Johnson, WHBF, Rock Island; John J. Gillin Jr., WOW, Omaha; E. L. Hayek, KATE, Albert Lea, Minn.; Hugh A. L. Halff, WOAI, San Antonio; Ed Yocum, KGHL, Billings, Mont.; Calvin J. Smith, KFAC, Los Angeles; Harry R. Spence, KXRO, Aberdeen, Wash.; James D. Shouse, WLW, Cincinnati; J. O. Maland, WHO, Des Moines; Barney Lavin, WDAY, Fargo, N. D.; Don S. Elias, WWNC, Asheville; Herb Hollister, KANS, Wichita; Paul W. Kesten, CBS, New York; Frank M. Russell, NBC, Washington.

Unavoidably absent were Frank King, WMBR, Jacksonville, who was involved in pending ASCAP litigation; William B. Way, KVOO, Tulsa, ill with arthritis; and Art Westlund, KRE, Berkeley, Cal., who was prevented from traveling by doctor's orders.

DENNIS TELLS ROLE OF RADIO IN WAR

LOCAL STATIONS alone are giving 821 shows every week before camps in their respective areas, according to Walt Dennis, chief of the news bureau of the NAB, in a talk before the Assn. of Actors and Artistes Mobilization Conference for Entertainment During the War in New York last June 3. Many stations also assign their talent to camp shows one or more times a week for benefit of personnel only, he said.

American radio at war, Mr. Dennis said, breaks down into three categories: domestic, shortwave for overseas and foreign consumption, and the technical, such as radar. Some three million dollars worth of time and talent had gone into 45 performances of *Command Performance*, aired for men overseas, via shortwave, Mr. Dennis estimated, before the show was recently taken over from the Army Public Relations Division by the Special Services Division.

The OWI is beaming more than a million words every 24 hours to both our Allies and the Axis, Mr. Dennis revealed. The enemies get the truth about what war is costing them, and our Allies and the neutral nations get stories of our industrial progress, and many other types of programs.

THREE-WAY HANDSHAKE ... duced this rare depiction of Ge... F. Booth, owner of WTAG ... editor and publisher of the Wo... ter, Mass. *Telegram & Ga...* Mr. Booth (r) is congratula... Mildred Bailey on third a... versary of her *Afternoon Jou...* Birthday guest is Charles B. D... coll (l) author of syndic... column "New York Day by Day."

Book Asks Bands Sol... For Educational Stati...

THAT in the Mid-west radio ... longs to the people more tha... other sections of the country ... an interesting thesis of a new ... by Dr. Albert Allison Reed, d... tor emeritus of the extension ... sion of the University of Nebra... In *Radio Education Pioneerin... the Mid-West* the writer trace... history of broadcasting by ed... tional institutions in seven s... of the upper Mississippi Va...

A significant feature of the ... is the citation of instances w... allocations of frequencies to ... mercial interests allegedly res... in putting educational program... the air. Dr. Reed refers t... "struggle for a place in the s... waged between commercial i... ests and educational stations. ... The current domination in the ... by commercial stations has ... posed a technique that seri... cramps educational use of ra...

Percy H. Russell Sw... In Navy as Lieute...

PERCY H. RUSSELL, who, ... Louis G. Caldwell, represente... tual in the FCC Network Mo... case, was sworn into the Nav... Friday as a lieutenant (j.g.). ... assigned to the Office of Pr... ment & Material, Washington. ... is a resident partner in the ... firm of Kirkland, Fleming, ... Martin & Ellis, as is Mr. Ca...

Mr. Russell went from ... mouth College, where he gra... in 1929, to Harvard Law S... Upon his graduation in 1932 ... came law clerk to Supreme ... Justice Cardoza and served ... capacity for four years before ... ing his present firm in July, 1...

"ST. LOUIS IS SOLD"
on THE SHADO...
says V. E. Carmichael of KWK
Available locally on transcription—see C. MICHELSON 67 W. 44 St. ...

Radio Top Topic

(*Continued from page 11*)

...tary communications and meth-...s flank Com. T. A. M. Craven, ...r naval communications ex-... the FCC. Mentioned in this ...ction are Rear Admiral S. ...ooper, former director of ... Communications, who was ...ly retired because of health. ...appointment would be favor-... received, it is known, by both ...ches of the service and in Con-...

Jett Considered

Selection of past engineering of-...ials of the Commission and of its ...ent chief engineer, Lt. E. K. ..., U. S. N. Ret., also is regard-...d as likely. Lt. Jett, often cited ...an ideal public official, has never ...en an active candidate for a ... on the FCC although the op-...tunity has arisen more than ...

At the FCC nerves are frayed ...use of the inquisitorial activi-... of the House Committee. Chief ...sel Eugene L. Garey, New ... attorney, already has called ...ve members of the FCC—Case, ...ven and Payne—for prelimi-...y examination in executive ses-... The other four members will ... called. Hearings are expected to ...rt by July 1, with members of ... Commission as the first wit-...es, on matters pertaining to ...adcasting. [See separate story ... page 14.]

Feelings are easily bruised these ...s at the FCC. Quarrelling is ...id to be at its worst. Almost ...ly additional requests for files ...d information emanate from the ...se Committee. And the anxiety ...t possible calls from the Com-...ee for testimony has Commis-...n members and personnel on ...

C. E. HOOPER, Inc., has taken addi-...al quarters at 271 Madison Ave., ... building adjoining the radio re-...rch company's New York head-...rters at 22 E. 40th St. The new ...es will serve as a production unit ...r the Hooper Station Audience Re-...ing Division and the new Adver-...r's Service.

WCAR

Influencing Sales

FAR Beyond Pontiac

In cities . . . villages . . . farms . . . for miles and miles around Pontiac . . . the messages of national, regional and local advertisers are heard over WCAR's 1000 streamlined watts.

GET THE FACTS FROM WCAR

PONTIAC, MICHIGAN

The Foreman Co. • Chicago • New York

100% COOPERATION GIVEN CENSORSHIP

BROADCASTERS have cooperated 100% with the Office of Censorship in the first six months operation of a random spot check by the Broadcasting Division. The Division has been checking news scripts and commentaries originated by individual stations. Samples have been secured from stations in every state.

This routine operation parallels sample monitoring of network and foreign language programs, conducted by the Broadcast Division, and the sample of a rotating cross section of daily newspapers by the Press Division. Together these operations give the Office an index to observance of the Censorship Code by the responsible censors under the voluntary system of cooperation by station management and newspaper editors.

Many station managers and news editors have written the Broadcast Division expressing their appreciation for the review thus afforded of day-to-day news operations of their stations.

FCC Quest of Operators Aims at Job Placement

POSTCARD inquiries are being mailed to licensed operators on the books of the FCC with "a few simple questions designed to list the information as to whether or not the licensee is available for employment," Chairman James Lawrence Fly of the FCC announced at a news conference last week. Results of the project, which is being handled by Dallas Smythe, head of the Economic Unit, will be made available to the NAB and to stations who can make use of it, said Chairman Fly.

A sample of 1000 cards has been mailed, but because of possible changes of address and wartime mailing difficulties, it is not expected that a sufficient number of replies will be received before the latter part of the month to judge of the success of the project. It was emphasized at the FCC that rather than a survey, this is a direct attempt to assist in the placement of operators where they are needed.

More Soap Opera Fans, Hooper Report Reveals

AN INCREASE somewhat over 12% in listeners available to daytime serials during April and May 1943, as compared to the same months last year, is reported by C. E. Hooper Inc., New York, as part of the company's current comparative information on "soap opera" audiences. Data were released last week following appearance in the *Saturday Evening Post* of an article entitled "Washboard Weepers" by Maurice Zolotow.

Hooper states "there were fewer homes occupied in the daytime in April and May 1943 than in 1942, but in those where listeners are at home and therefore available, 8.2 are listening this year compared with 7.3 last year." The available audience is regarded as 100% in both cases, to give a true comparison.

A BASEBALL clinic has opened on WEAF, New York, as a Saturday morning series. George Babe Ruth is on hand weekly to answer questions.

Ad Council Plan

(*Continued from page 12*)

cost to the Government to explain the war to the people."

In a report on recent activities of the Council, Mr. La Roche said that radio advertisers and broadcasters alone in the period from April 12 to May 1 had contributed time and talent worth $6,300,000.

"Picture a radio advertising expenditure of more than $2,000,000 a week for one product, for one client," he added.

"During the same three-week period newspaper advertisers and newspapers themselves contributed 72,000,000 lines of space for war bond promotion. This is equivalent to 36,000 full pages or 12,000 pages per week for one product, for one advertiser. In addition there were 8,089 outdoor posters valued at $202,000 and 100,000 car cards worth $100,000, contributed to the Second War Loan drive. Secretary of the Treasury Morgenthau has described the Second War Loan promotion as the "greatest advertising operation in the history of the world."

Mr. La Roche emphasized that the war bond effort was only one of the various war information campaigns which advertisers are conducting for their government, including drives on food rationing, black markets, salvage, absenteeism, and recruiting of manpower for industry, agriculture and the armed forces.

Officers named by the Council for the coming year, in addition to Mr. La Roche, are: vice chairmen, Harold B. Thomas, Centaur Co., and Paul B. West, ANA; treasurer, Mason Britton, McGraw-Hill Publishing Co., and Secretary, Frederick R. Gamble, AAAA. These officers are also on the board of directors, which includes A. L. Billingsley, Fuller & Smith & Ross; Thomas D. A. Brophy, Kenyon & Eckhardt; A. O. Buckingham, Cluett, Peabody Co.; Richard Compton, Compton Adv.; E. S. Friendly, *New York Sun*; Kerwin H. Funton, Outdoor Adv.; Kolin Hager, WGY, Schenectady; Carleton Healy, Hiram Walker Inc.; Paul W. Kesten, CBS; Charles G. Mortimer Jr., General Foods Corp.; Stuart Peabody, Borden Co.; William Reydel, Newell-Emmett Co.; H. W. Roden, Harold H. Clapp Inc.; A. E. Winger, Crowell-Collier Publishing Co., James W. Young, J. Walter Thompson Co., and an additional director representing newspapers, to be elected.

KELLOGG Co. of Canada, London, Ont. (corn flakes), on June 2 started a spot announcement campaign seven times weekly for 16 weeks on 10 Canadian stations. On June 7 a new transcribed Canadian produced show started Monday through Friday for 13 weeks on CKCL, Toronto; CFAC, Calgary, Alta.; CJCA, Edmonton; CJOC, Lethbridge, Alta., and CFGP, Grande Prairie, Alta. Account was placed by J. Walter Thompson Co., Toronto.

Lingo

—a name to remember when the war is forgotten

★

VERTICAL TUBULAR STEEL RADIATORS

★

PATENTED FM TURNSTILE RADIATORS

★

We're "all out" for Victory, but our engineers are ready to work with you on post-war plans.

★

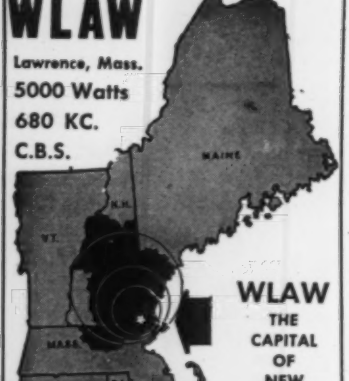
JOHN E. LINGO & SON, Inc.
CAMDEN, NEW JERSEY

BALTIMORE'S BLUE NETWORK OUTLET

WCBM

SPOT SALES, INC

Mexico City
American and Mexican food. Low European Plan rates
For reservation and information, write Atlantic Hotel Service, Essex House, New York.
HOTEL REFORMA
THE HOTEL OF TOMORROW

WLAW
Lawrence, Mass.
5000 Watts
680 KC.
C.B.S.


WLAW
THE CAPITAL OF NEW ENGLAND'S 7TH STATE
Nat. Reps., The Katz Agency

It is not the amount of noise you make that counts in radio. It's what you say and how well you put it over that matters.

There are more powerful stations than CHNS in Canada but none with better equipment.

For Rates: Apply Station Director
CHNS • Lord Nelson Hotel
Halifax, Nova Scotia
or
Joe Weed, New York City

Friendly, persuasive personalities, plus entertainment and service geared to this six-state area GET RESULTS!
WIBW The Voice of Kansas in TOPEKA

Actions of the FEDERAL COMMUNICATIONS COMMISSION

MAY 29 TO JUNE 4 INCLUSIVE

Decisions . . .

June 1

WAML, Laurel, Miss.—Granted application for license renewal, regular basis.

WJMA, Covington, Va.—Granted request to change call letters to WKEY.

WPAT, Patterson—Designated for hearing application to transfer control of North Jersey Broadcasting Co., licensee, from Frank Falkner and Rex Schepp to Donald Flamm.

WCCO, Minneapolis—Granted petition for rehearing on grant of special service authorization to WNYC for increase in nighttime operation on 830 kc.; set aside grant to WNYC; designated applicaton for special service authorization for hearing on issues to be specified, WCCO to be made party to hearing; denied petition of Clear Channel Group for rehearing and intervention.

WMT, Cedar Rapids, Ia.—Granted petition for rehearing on Commission action of April 14, 1943, granting without hearing the application of KSJB, Jamestown, N. D., for mod. license change frequency 1400 to 600 kc., power 250 D-N to 100 w. N, 250 w. D, unlimited: set aside grant to KSJB. designated application for hearing on specified issues. WMT to be party; granted special service authorization to KSJB for operation on 600 kc., 100 w. N, 250 w. D, pending hearing and determinaton by Commission on KSJB's application for mod. license.

JUNE 2

KGNC, Amarillo, Tex.—Granted motion dismiss without prejudice application for mod. license operate 860 kc., 500 w. N, 5 k.w. D, unlimited.

WJRM, Elkins, W. Va.—Granted motion continue hearing re application for mod. CP extend construction, completion dates (June 28).

June 3

Beauford H. Jester, trustee, et al, Waco, Tex.—Scheduled oral argumnt, June 23, 1943, re application CP for new standard broadcast station.

WCOP, Boston—Scheduled oral argument June 23, 1943, re application CP change equipment, increase power to 1 kw.

WSAZ, Huntington, W. Va.—Granted license cover CP for new transmitter, DA-N, change frequency, hours, move transmitter.

WNAX, Yankton, S.D.—Granted mod. CP for power increase, DA-N, extension completion date to Sept. 7.

KWTO, Springfield, Mo.—Granted mod. CP to change hours, DA-N, move transmitter, extend completion date to Nov. 18.

AGENCY Appointments

SUNSHINE HOUSEHOLD Products Co. (Sunshine Foam and Sunshine Woodwork Wall and Floor Cleaner), Salt Lake City, to Stevens & Wallis, Salt Lake City. Said to use radio.

ADHEMO CORP. of America. Los Angeles, to Grady & Wagner, New York, for Adhemo Diet Supplement. Said to use radio.

SCHUCKEL & CO., Sunnyvale, Cal. (Rancho dehydrated soups), to Erwin, Wasey & Co., San Francisco.

AVALON LANE Co., New York, to Reuben Barkow Adv., New York, for cosmetics. Radio not contemplated for present.

MAJESTIC RADIO & TELEVISION Corp., Chicago, to Triangle Adv. Agency, Chicago. Trade papers and direct mail will be used.

INDUSTRIAL MFRS., Los Angeles (industrial wood products), to Hillman-Shane-Breyer, Los Angeles.

MUSIC licensing agreements between Associated Music Publishers and the following stations have been extended: KBON KDKA KLZ KPMC KTWL KVOO KXRO KYW WBOW WBZ-WBZA WDBJ WDBO WEOA WFMJ WGBF WRAL WSPS and WSM.

Applications . . .

JUNE 2

W49D, Detroit—License cover CP for new FM station in part.

WKBV, Richmond, Ind.—Transfer control licensee corp. from William O. Knox to Central Broadcasting Corp. (1000 shares), amended re stockholders of transferee corp.

W9XBK, Chicago—License cover CP new experimental television station.

KFMB, San Diego—Vol. transfer control licensee corp. from Warren B. Worcester, deceased, to The First National Trust & Savings Bank of San Diego, as Trustee, amended re trust agreement.

MEREDITH L. KOERNER, former assistant chief engineer of WSBT, South Bend, has joined the Communications Division of OWI as associate engineer following several months with the FCC's Radio Intelligence Division. With OWI, Mr. Koerner will plan, buy and inspect communications equipment for foreign and domestic facilities.

GEORGE M. TOLHURST Jr., engineer of WINX, Washington, married the former Ethel Cochran at Collegdale, Tenn., May 30.

THRASHER HALL, former instructor in the Army Signal Corps, has joined the engineering staff of WBBM, Chicago.

SAM MAZZA, instructor in radio at West High Technical School has been added to the engineering staff of KSO-KRNT, Des Moines. Gale Myers, new to radio, has joined the staff. William R. Glynn, recording technician has joined the Air Forces as a technical sargeant, at Pascagoula, Miss.

EARL KRAINIK, 12-year veteran of the Milwaukee Police radio station, and Robert Aungst of Champaign, Ill., have joined the technical staff of WTMJ-W55M, Milwaukee.

KENNETH A. BLAKE, for six years with WHBF, Rock Island, Ill., has joined WMT, Cedar Rapids on the engineering staff.

WAYNE DAVIS and Ben Howard, new to radio, have joined WMRC, Greenville, S. C., as control operators.

BILL McGOWAN of the control room staff of CJOR, Vancouver, is seriously ill in a military hospital.

LOUIE A. SCOTT and earnest Griffin have joined the control room of WWL, New Orleans.

FREDERICK S. ROWE has been appointed manager of electronic tube production and stocks of Westinghouse Electric & Mfg. Co., and William J. Knochel has been named assistant superintendent of electronics manufacturing.

Lahr Wins Award

AWARDING Bert Lahr, Hollywood radio comedian, $3,000 and costs, American Federation of Radio Artists arbitration board on June 1 dismissed his recent $19,500 claim against Music Corp. of America, national talent service. Action was result of alleged negotiations some two months ago between James L. Saphier, Hollywood talent service representing Lahr, and Hal Hackett, radio director of MCA, in which comedian was assertedly promised a contract on the weekly CBS *Camel Comedy Caravan*.

Network Accounts

All time Eastern Wartime unless indicated

New Business

LAMONT CORLISS & Co., New York (Pond's cold cream), on July 4 starts for 26 weeks, *Helene Kind—Beauty Talks*, on 8 CBS Pacific stations (KNX KARM KOIN KROY KQW KFPY KGDM KIRO), Sun., 9-9:15 p.m. (PWT). Agency: J. Walter Thompson Co., N.Y.

P. LORILLARD Co., New York (Old Gold cigarettes), on July 9 starts *Bob Crosby's Orchestra* on NBC, Fri., 7:30-8 p.m. Agency: J. Walter Thompson Co., N.Y.

HARVEL WATCH Co., New York (watches), on June 6 started for 52 weeks John B. Hughes, commentator, on 6 Don Lee stations, Sun., 7-7:15 p.m. (PWT). Agency: A. W. Lewin Co., N. Y.

Renewal Accounts

LUMBERMAN'S MUTUAL CASUALTY Co., Chicago (insurance), on May 23 renewed for 14 weeks, *Upton Close*, commentator, on 59 MBS stations, Sun., 6:30-6:45 p.m. Agency: Leo Burnett Co., Chicago.

P. BALLANTINE & SONS, Newark (beer and ale), on July 5 renews for 13 weeks *Three Ring Time* on 45 CBS stations, Mon., 10:30-11 p.m. Agency: J. Walter Thompson Co., N.Y.

Network Changes

KELLOGG Co., Battle Creek, Mich. (corn flakes), on May 21 added for 21 weeks KDON KIEN to *Rose Room* on 17 Don Lee Pacific stations, Mon., thru Fri., 11:45-12 noon (PWT), making total of 19 Western stations. Agency: J. Walter Thompson Co., Chicago.

PLANTERS NUT & CHOCOLATE Co., San Francisco (Planters peanut oil, salted peanuts), on July 2 expands *Lou P. Lochner* on 6 NBC Pacific stations (KFI KPO KMJ KGW KOMO KHQ), Sat., 5:45-6 p.m. (PWT), adding Fri. Agency: Raymond R. Morgan Co., Hollywood.

GENERAL FOODS Corp., New York (Sanka coffee), on July 4 shifts William *L. Shirer* on 81 CBS stations, Sun. from 5:45-6 p.m. to 10:30-10:45 p.m. Agency: Young & Rubicam, N. Y.

CARTER PRODUCTS, New York (Arrid), on June 20 adds 23 BLUE stations to *Jimmie Fidler from Hollywood*, making a total of 101 BLUE stations, Sun., 9:15-9:45 p.m. Agency: Small & Seiffer, N.Y.

COLGATE-PALMOLIVE-PEET Co., Jersey City (Colgate toothpowder), on July 6 replaces *Al Jolson-Monty Woolley* with Juicy Canova's *Rancho Canova* on 76 CBS stations, Tues., 8:30-8:55 p.m. Agency: Sherman & Marquette, Chicago.

MILES LABORATORIES, Elkhart, Ind. (Alka-Seltzer and vitamins), on June 15 adds nine BLUE stations, making a total of 81 BLUE stations to *Lum & Abner*, Mon. thru Thurs. 8:15-8:30 p.m., and on June 20 adds nine BLUE stations, making a total of 74, to *Quiz Kids*, Sun., 7:30-8 p.m. Agency: Wade Adv. Agency, Chicago.

BRISTOL-MYERS Co., New York (Mum Rub), on July 6 for 13 weeks replaces *Duffy's* with *Noah Webster Says* on 22 BLUE stations, Tues. 8:30-9 p.m. Agency: Young & Rubicam, N. Y.

LUMBERMAN'S MUTUAL CASUALTY Co., Chicago, on June 5 discontinued *Upton Close* on 56 MBS stations Sat. 8:30-8:45 p.m. Agency: Leo Burnett Co., Chicago.

LIGGETT & MYERS TOBACCO Co., New York (Chesterfield cigarettes), on July 6 shifts Harry James on 117 CBS stations, Tues., Wed., Thurs., 7:15-7:30 p.m., with West Coast rpt., 8:15-8:30 p.m. (PWT), from New York to Hollywood. Agency: Newell-Emmett Co., N. Y.

GENERAL FOODS Corp., New York (Swansdown cake flour), on June 7 adds 6 CBS stations (WMBR WQAM WIBX WFOY WDAE WJNO), to *Kate Smith Speaks*, bringing total number of CBS stations to 80, Mon. thru Fri., 12 noon to 12:15 p.m. Agency: Young & Rubicam, N. Y.

HOWARD H. WILSON Co. has been appointed national representative for KXA, Seattle, effective July 1. Howard Griffith Co. will represent KXA on the Pacific coast.

CLASSIFIED Advertisements

Situations Wanted, 10c per word. Help Wanted and other classifications, 15c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue. Send Box replies to BROADCASTING Magazine, National Press Building, Washington, D. C.

Help Wanted

ARTNER WANTED—Here is an opportunity for a man, who because of his past successful record can now make a substantial investment in and become manager of a very aggressive local non-net station. The owner's illness plus other interests prompts this advertisement. To be considered, your first letter must contain full details. Box 696, BROADCASTING.

RAFT EXEMPT GENERAL MANAGER—Wanted by 250 watt station in East North Central Area. 150,000 market. Network affiliate. Must be executive, with program, local and national sales experience. Salary and bonus. State fully experience and references. Box 702, BROADCASTING.

ineer—Permanent position for first class license "C." WSBA, York, Pennsylvania.

ion Manager—By regional network affiliate in southwest to replace present manager subject to draft. Write Box 708, BROADCASTING, giving experience, earnings, references, draft status, salary desired. Our organization knows about this advertisement.

OGRAM DIRECTOR—Must be able take full charge—create new saleable shows with direct full department staff. This is non-network station in Middlewest. Complete details are required in reply, including age, salary desired and draft status. Box 694, BROADCASTING.

OGRAM DIRECTOR—Wanted by local station in East North Central Area. Network affiliate. Draft exempt. Announcing ability. Good salary. Give experience record and references. Box 700, BROADCASTING.

t Class Engineer—Draft exempt; tell all first communication, including minimum salary. Radio Station WLPM, Suffolk, Virginia.

ouncer—Permanent position with 5 k.w. regional network station for draft deferred experienced man. Box 708, BROADCASTING.

TINUITY WRITER—MAN OR WOMAN—Local station in Midwest has immediate opening for an experienced continuity writer. Applicant must have sufficient past experience to assume full charge. Give complete details—age, marital status, starting salary required and, if male, draft status. Box 695, BROADCASTING.

PERIENCED CONTROL ENGINEER—Permanent position for man with family. Must have ability to handle two networks, recording and net dance band remotes. Write in for full details. CHIEF ENGINEER WAGE, SYRACUSE, N. Y.

ouncer—Good position, pleasant work with congenial staff, experience not necessary. Box 689, BROADCASTING.

ineer—1st class, competent become chief, permanent. New York local. full data first letter. Box 710, BROADCASTING.

ded At Once—First class engineer. Draft exempt. Tell all first communication, including minimum salary. WMSL, Decatur, Alabama.

t Deferred—Licensed first, second, or third class operators. Rocky Mountain 5 k.w. network station. Box 709, BROADCASTING.

Situations Wanted

ss Announcer—Age 21. College graduate. One year's experience announcing and commercial dramas. Handles control. Excellent voice. Good references. Prefer eastern location. Box 707, BROADCASTING.

Situations Wanted (Cont'd)

Station or Commercial Manager Available—4-F, college graduate, 35, married. 12 years' radio background includes all phases selling, merchandising, programming, promotion. 4 years assistant sales manager 5 kw metropolitan station; 8 years network sales. Reasonable salary. Box 714, BROADCASTING.

CHIEF ENGINEER—Over twenty years in radio. Experienced on RCA equipment ¼ to 50 k.w. and W.E. ¼ k.w. Experienced in maintenance of transmitter and control room, acoustics, instantaneous recording, announcing (news, sports, commercials and MC ad lib). Age 42, draft exempt family man for permanent position anywhere but Southwest. Minimum salary $250 monthly. "Engineer," 2016 East Michigan Street, Evansville, Indiana.

Station Manager-Program Director—Fifteen years' experience. Draft exempt, married. Formerly of NBC, New York. Available immediately. Finest references. Box 698 BROADCASTING.

PRODUCTION MANAGER-ANNOUNCER—Draft exempt, age 27, married. Desires position with larger station. Prefer South. Box 706, BROADCASTING.

Chief Engineer—Age 36. Married, children. 14 years' experience, operation, installation, maintenance. Box 699, BROADCASTING.

News Editor—Newscaster and commentator. Wishes change. Well experienced, finest references. Eastern station preferred. Draft deferred. Box 693, BROADCASTING.

The Entire Engineering and Announcing Staff—Of a popular South East Coast Winter resort Network Station is dissatisfied with working conditions and desires a change. Box 690, BROADCASTING.

Girl—College graduate in radio desires position writing or announcing. Experienced. Box 691, BROADCASTING.

Two Girls—Restricted licenses, studying for second. Recent NYA graduates. Available together. Box 692, BROADCASTING.

MANAGER—Married, recent draft reject. Capable, sober, honest, best possible references. Available immediately. Prefer southern location. Permanence and opportunity foremost desires. Box 704, BROADCASTING.

Young Man—Acting experience and 4-F. Would like to start as announcer with small station. Don Gaynor, 821 Sheridan St., N. W., Washington, 11, D. C.

PROGRAM DIRECTOR—Desires position with midwest station. Now employed. Draft 4-F. Box 688, BROADCASTING.

PROGRAM DIRECTOR-ANNOUNCER—Draft exempt, age 25, married, three years' experience. Desires position with larger station preferably North or West Coast. Box 705, BROADCASTING.

Wanted to Buy

Pittsburgh (Pa.)—Lawyer desires to purchase whole or part interest in a broadcasting station. Also desires to purchase complete equipment for 250 or 500 watt station. All replies confidential. Box 697, BROADCASTING.

Radio Station—Preferably on the Pacific coast. Would consider either majority or minority interest. Box 711, BROADCASTING.

For Sale

Radio Station For Sale—A 250 watt station in a flourishing midwestern city, doing a nice business. Established four years with rich farm territory abounding. Address Box 701, BROADCASTING.

WANTED

2 SUPER ANNOUNCERS

We will pay up to $200 weekly to start—and more as you merit it. You must have record of performance in mailing and selling, and ability to build listenable shows.

WRITE FULLY AND IN CONFIDENCE TO

G. T. DYER

WAIT

CHICAGO, ILLINOIS

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & WRATHALL
CONSULTING RADIO ENGINEERS
National Press Bldg. DI. 1205
Washington, D. C.

PAUL F GODLEY
CONSULTING RADIO ENGINEERS
MONTCLAIR, N.J.
MO 2-7859

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

GEORGE C. DAVIS
Consulting Radio Engineer
Munsey Bldg. District 8456
Washington, D. C.

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
Silver Spring, Md.
(Suburb, Wash., D. C.)
321 E. Gregory Blvd., Kansas City, Mo.
Crossroads of the World Hollywood, Cal.

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
66 Broad St., New York, N. Y.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

Petrillo Asks Publishers to Aid AFM In Elimination of 'Bootleg' Records

JAMES C. PETRILLO, president of the American Federation of Musicians, requested music publishers to assist the union in eliminating "bootleg" records of current tunes by refusing to license the recording company.

Eli Oberstein, whose Hit and Classic records have been the only instrumental recordings of music which have become popular since the AFM imposed its ban on recordings on Aug. 1 of last year, was specifically cited by Mr. Petrillo as an example of what he was aiming at. These records are presumably pressed from masters made outside the United States.

Request was described as "amazing" by one of the music publishers who had been summoned by the AFM president to the meeting, held last Tuesday in the union's headquarters in New York. In effect, he said, the AFM is asking the music publishers to refuse to license the recording of any of their music, since the copyright law requires a publisher who has permitted one recording company to record one of his compositions to make this number available also to all other recording companies who wish to use it, at the statutory maximum fee of two cents a pressing.

Fear of Conspiracy

Although the AFM desires to stop the production of instrumental recordings, which they classify as unfair competition while their ban on records is in effect, compliance by the publishers would also eliminate the a cappela transcriptions which several companies have issued to their library service subscribers, to give them new tunes without violating the AFM ban.

General feeling among publishers is reported as "middle of the road", with the publishers not wishing to lay themselves open to Government prosecution for conspiracy in restraint of trade nor yet wanting to defy the AFM, which could forbid its members to play the music of a recalcitrant publisher, either in their public appearances or on the air, a move which might conceivably put that publisher out of business.

Mr. Petrillo refused to discuss the meeting or to issue any statement regarding this latest move on the recording front. Walter Douglas, chairman of the board of Music Publishers Protective Assn., who agreed to hold a meeting of his board and to give Mr. Petrillo an answer by the end of the week, was likewise unavailable for comment. AFM executive board is expected to deal with the problem further at its meeting in Chicago next week.

NBC Line Cut

A BREAK in NBC's lines around Denver last Wednesday night caused trouble between New York and Hollywood with the result that the last quarter-hour of Eddie Cantor's *Time to Smile* program from the West Coast was not broadcast. A substitute musical program was presented by NBC from 9:15-9:30 p.m., after which Bristol-Myers Co.'s second NBC show *Mr. District Attorney* came on from New York until 10 p.m. The break was not corrected until 10:25 p.m., thus cutting 25 minutes from Kay Kyser's *College of Musical Knowledge*, sponsored by American Tobacco Co.

Beverage Spots

BEVERAGES of America, Hollywood (Chukker), in mid-May started using an average of three transcribed one-minute announcements daily on eight stations in Pennsylvania, Maryland, Illinois, Oklahoma and Texas. Contracts are for 13 weeks. Agency is Barnes Chase Co., Los Angeles.

Vio Bin Series

VIO BIN Corp., Monticello, Ill. (Life of Wheat, vitamin product), has begun a five-minute five-a-week transcribed talk on foods and vitamins by Hayden Roberts on WBBM, Chicago. Agency is Rogers & Smith, Chicago.

Allen Substitution

TEXAS Co., New York, last week completed arrangements for the summer show to replace Fred Allen on July 4, with James Melton scheduled as m.c. and singing star, Joan Robert, singer of the Broadway show "Oklahoma", and Al Goodman's orchestra.

Although the program is scheduled only for summer months, it is reported that Allen will not return to the Sunday half-hour on CBS in the Fall, preferring to take a vacation and fulfill a picture commitment before resuming for Texaco after the first of next year. This report could not be verified as BROADCASTING went to press, the agency in charge, Buchanan & Co., New York, stating that Allen's plans were reportedly still indefinite.

Effective Sound

TRANSCRIBED sound effects effectively taught the public of Ithaca, N. Y., the new Army red and blue air raid signals. After a disappointing practice blackout, WHCU cooperated with local officials in transcribing an explanation of the rules with sound effects of the signals. After a week-long series of transcribed radio announcements, a second test blackout proved entirely successful.

NAB GROUP STUDIES LABOR'S USE OF AIR

DISCUSSIONS of labor's part in the use of radio will be featured at a meeting of the NAB Code Compliance Committee in New York June 16-17, Neville Miller, NAB president and ex-official chairman of the committee announced last week. A letter from the Council for Freedom from Censorship, composed of Thomas R. Karkskaden, chairman; Morris S. Novik, Paul F. Lazersfeld and Norman Thomas, will be the principle item on the agenda.

Among the subjects the letter proposed are: Should trade unions have the right to buy time for entertainment purposes with incidental mention of auspices; should they be allowed to buy time to explain their operation and solicit membership; what additional facilities should be extended to labor spokesmen on sustaining time; how can a viewpoint more acceptable to labor's interests be included in general entertainment features; how can trade unions take greater advantage of radio as a media to contact the public.

Members of the Code Committee are: William B. Quarton, WMT, Cedar Rapids; Grant F. Ashbacker, WKBZ, Muskegon; William S. Hedges, NBC; Felix Hinkle, Canton, O.; Herbert Kendrick, WJLS, Beckley, W. Va.; Eugene O'Fallon, KFEL, Denver; Arden X. Pangborn, KEX, Portland, Ore.; Jan Schimek, CBS, and Lee B. Wailes, KYW, Philadelphia. Russell P. Place, NAB counsel, is secretary.

Drawn for BROADCASTING by Sid Hix

"Now He's Saying 'Courtesy the Guna-Guna Jewelry Store-'"

Family Men Face Early Induction

McNutt Urges Employers File Replacement Schedules

EARLY reclassification of 3As preceding induction of pre-Pearl Harbor fathers, was predicted in Washington last week as Paul V. McNutt, chairman of the War Manpower Commission, produced figures which indicated that local draft boards would exhaust their supplies of eligible single men long before the summer was over.

With 2,700,000 servicemen still needed to fill the 1943 quota of the armed forces, Mr. McNutt said that on May 1 there were only 6,000,000 healthy men, married and single, in the 18-38 age group. He estimates that 900,000 of these will escape the draft by taking Congressionally protected agricultural jobs.

Few Singles Left

It is obvious from these figures that few single men are still left to the draft. In anticipation of the induction of family men, Selective Service has already provided for a lengthened furlough period of two and three weeks.

Some hope of longer delay in their induction appeared last week when the Navy agreed to take physically handicapped men for limited service. However, Mr. McNutt was not optimistic at his Monday news conference. He said that in 1944• the services might take men in this order: physically handicapped, younger, older.

To meet the expected drafting of married men, Mr. McNutt has urged employers who depend on a number of men in 3A to file replacement schedules with their state selective service directors to facilitate their orderly withdrawal. In most cases involving radio stations, where the number of eligible men is small, the normal procedure will be to await reclassification of the necessary man, and then to file Form 42A to seek deferment in 2A as a necessary worker in civilian industry.

Mr. McNutt has said, however, that there will eventually be called 1,500,000 industrial deferments. He is urging employers of the 3,000,000 now in 2A and 3B to prepare to give up many of these men.

WOR Accounts Up 20%

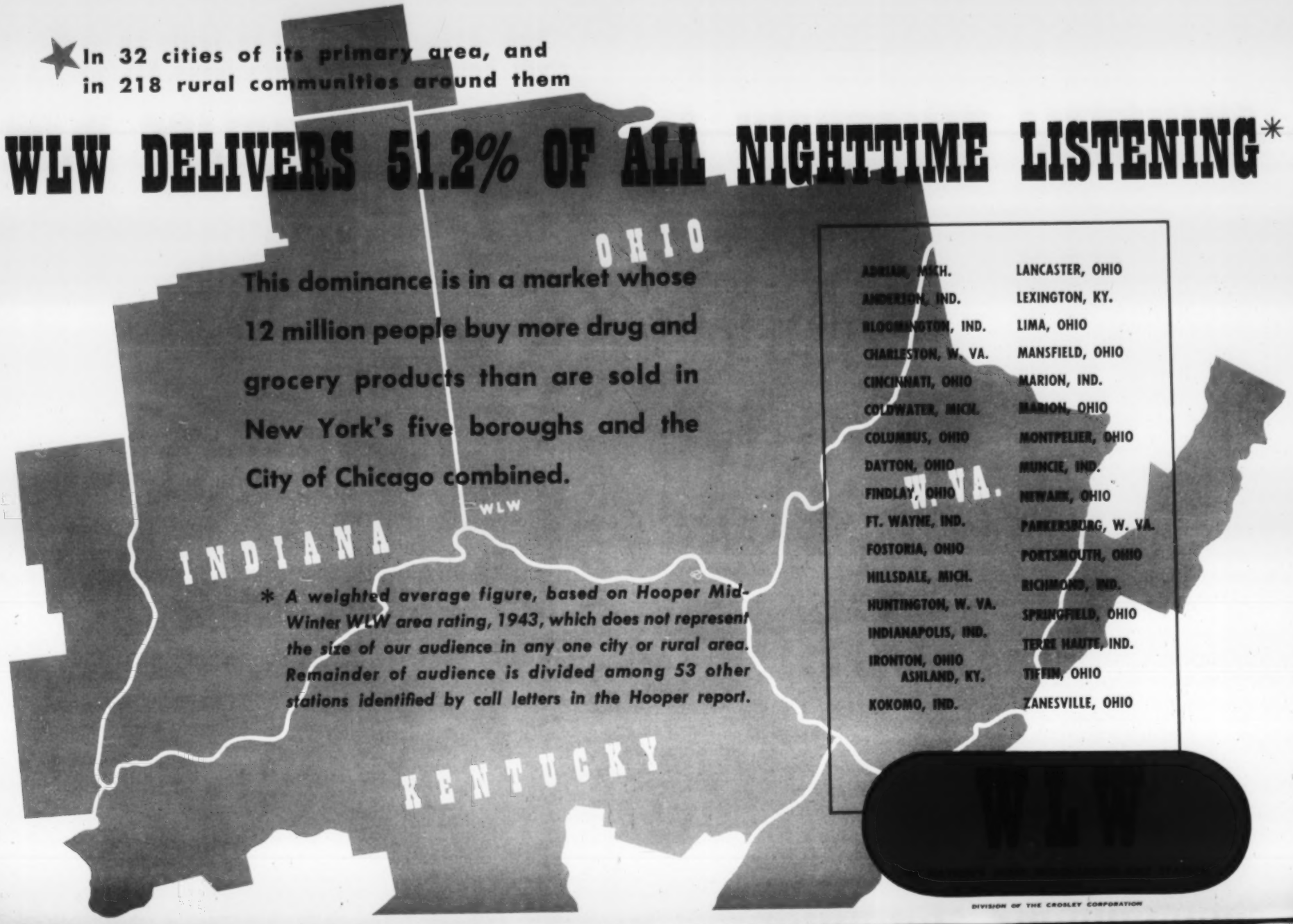
AUDIENCE interest in war news as well as desire for relaxation from the war reflected in a 20% gain in new business accounts obtained by WOR New York, during the first five months of 1943 as compared to the same period last year, according to Eugene S. Thomas, WOR sales manager. A large portion of the increase was due to additional sales in the amusement and publication fields. New accounts using WOR this year were 120 as compared to 100 a year ago. Aware of the effect of the war on listeners' interests, Mr. Thomas explains, "advertisers are turning more and more to radio as a means to convey their message to the public."

DIVISION OF THE CROSLEY CORPORATION

XUM

In 32 cities of its primary area, and
in 218 rural communities around them

WLW DELIVERS 51.2% OF ALL NIGHTTIME LISTENING*



This dominance is in a market whose 12 million people buy more drug and grocery products than are sold in New York's five boroughs and the City of Chicago combined.

ADRIAN, MICH.
ANDERSON, IND.
BLOOMINGTON, IND.
CHARLESTON, W. VA.
CINCINNATI, OHIO
COLDWATER, MICH.
COLUMBUS, OHIO
DAYTON, OHIO
FINDLAY, OHIO
FT. WAYNE, IND.
FOSTORIA, OHIO
HILLSDALE, MICH.
HUNTINGTON, W. VA.
INDIANAPOLIS, IND.
IRONTON, OHIO
ASHLAND, KY.
KOKOMO, IND.
LANCASTER, OHIO
LEXINGTON, KY.
LIMA, OHIO
MANSFIELD, OHIO
MARION, IND.
MARION, OHIO
MONTPELIER, OHIO
MUNCIE, IND.
NEWARK, OHIO
PARKERSBURG, W. VA.
PORTSMOUTH, OHIO
RICHMOND, IND.
SPRINGFIELD, OHIO
TERRE HAUTE, IND.
TIFFIN, OHIO
ZANESVILLE, OHIO

* *A weighted average figure, based on Hooper Mid-Winter WLW area rating, 1943, which does not represent the size of our audience in any one city or rural area. Remainder of audience is divided among 53 other stations identified by call letters in the Hooper report.*

DIVISION OF THE CROSLEY CORPORATION